

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 3.

NEW YORK AND CHICAGO, JULY 15, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

ROTARY CLUBS

These Organizations are Composed of Sellers of Merchandise Who Favor Fellow Members With Tips About Business.

"A NUMBER of years ago," said Edward S. Babcox, "I was selling a representative line of filing systems in a big Middle West city. One day as I was leaving an office where, by the way, I had just secured a worth-while order, I met a typewriter salesman going in. I had just left the man he wanted to see and knew that he was now in conference with two or three other department heads. I told the typewriter man, who was merely a casual acquaintance and he left the office with me, not wishing to break in on his prospect's busy hour.

"From that office our paths coincided for a block or two, and our conversation drifted naturally toward our common vocation—selling time-saving devices to business men—he, his typewriters, I, my filing devices.

TIPS ON BUSINESS.

"As we were operating in the same territories—this typewriter man and myself—we agreed that it would be a good idea to tip each other off to any prospective business we came across in our respective lines. He agreed to let me know if he found anybody in the market for filing devices. I told him I would certainly let him know if I came across a typewriter prospect. We left it that way, simply as a friendly agreement reached in a five-minute chat.

"Ten days later I was called to the phone. It was the typewriter man. Here's what he said: 'Brown & Co., of New York, have just opened up new offices in the Black Building and I have sold them three machines. The filing device proposition is up and will be settled this week. You had better see them at once. Good-bye.'

"I was there in thirty minutes. Made an appointment for ten the next morning. I got the business and laid the foundation for

more. After that I kept my eyes open for typewriter prospects, and subsequently referred a goodly number to my friend. Both of us profited.

"Today that man is the local manager of his company and is carrying on the same plan of trade co-operation with managers of other office device concerns in his territory as when he was covering a few blocks downtown.

"I know a traveling man who is awake to the possibilities of investing a little time and energy in a fellow salesman's interest. He told me the other day that since he had started his present plan of mutual co-operation with other travelers in his territory he had increased his business 20 per cent. One day he secured a nice order from a new concern; they asked him where they could find a good line of desks—they were thinking of putting in a stock. He named a friend's firm and dropped the friend a note and promptly forgot. Two months later he met the friend he favored, and only then did he learn what a good turn he had done.

ROTARY CLUBS.

"In some of our larger cities there are organizations known as rotary clubs. Part of the rotary creed is that each member shall favor his fellows whenever it is possible and consistent to do so. Each club, I understand, has a waiting list. If there is a typewriter man on that list he becomes a member as soon as the present typewriter man resigns, or for some other reason vacates his membership.

"When a new member is added, I am told, he is given charge of the meeting and there explains his business and how rotary members can be of service to him and he to them. Sometimes in his maiden address a new member will distribute a souvenir of his business to keep his firm before his fellow 'Rotaries.'

"These clubs enable men to help each other in an organized way; they make it very easy, for instance, for a man who knows that Brown & Co. is in the market

(Continued on page 4.)

ANNUAL BOOK FAIR

The Publishers and Their Representatives Occupy Five Floors in the Palmer House to Display Wares—Buyers Attend.

(From Our Regular Correspondent.)

CHICAGO, July 13.—The annual book fair is now in full swing at the Palmer House, where representatives of all the large book publishers in America are in attendance, five floors being fitted up for the display of the wares of the different houses. The present gathering is said to be the most successful in the history of the organization. Buyers from outside points as well as the city have been numerous, and business is reported good.

NO MORE SCALPING.

Reilly & Britton took occasion upon the opening of the fair to announce one new book by a Chicago author. It is called the "Sea Fairies" and is by Frank Baum, author of "The Wizard of Oz." "We have succeeded this year in placing every book on a net basis," said S. C. Britton, of Reilly & Britton. "Heretofore there has been a so-called 'regular' price. That gave some sellers an opportunity to 'scalp.' The new arrangement will abolish all scalping. This is fairer to the author and to the seller and is an uplift to the book business."

On Tuesday occurred the annual field day at Hinsdale in which the Easterners were pitted against the Westerners in a display of prowess in different lines. A baseball game was the principal athletic contest on the programme.

The committee in charge was as follows: For the East—George Scully, E. A. Pitman, F. T. J. Numan, J. H. Hopkins, L. R. Matlock, David McKay, Herman Kleintech, W. S. Lewis, Sol Abbott, W. J. Barse. For the West—E. H. Lapham, L. H. Wells, F. S. Hale, S. C. Britton, E. F. Brewster, Herbert Gould, E. W. Reynolds, F. K. Reilly, Dyke Hill, W. P. Blessing. THOMPSON.

WINDOW CARDS

While Midsummer Does Not Seem to Offer Many Opportunities Still Windows Should Be Attractive Nevertheless.

As this is the season when strangers are in town, it might be well to make a special appeal to them in writing your window cards. Below we give a few suggestions that may be of help in catching the eye of the transient:

VISITORS IN TOWN

Are especially invited to come in—A welcome awaits them.

SOUVENIRS

Of your visit! We have them—Send some home.

LOCAL VIEWS

Make very appropriate reminders of your visit.

YES, IT'S SWELTERING

It's cool inside though—Come in and cool off.

MIDSUMMER DREAMS

We sell them in both paper and cloth covers—Try one.

TOURISTS

We sell books made especially for you—Record your journeys in them.

"Koh-i-Noor" Pocket Pencils

It is a question whether the pencils of Messrs. L. & C. Hardtmuth have not done more to familiarize the name "Koh-i-noor" to the present generation than the very jewel itself from which they take their name. Certainly no high-sounding title has ever been better lived up to than has this one, says the Stationery Trades Journal of London, England.

The superb quality of these pencils are

claimed to be due to special processes of manufacture, directed by the cumulative experience of over a century of pencil-making, and this standard is so perfectly maintained that the name serves as an absolute guarantee for all that is best in a pencil, whether intended for professional use—as artists, architects, engineers or photographers, or for the more prosaic work of the general public.

Messrs. Hardtmuth have for some time supplemented their regular cedar-cased pencil by a series of pocket propelling pencils which are of varying lengths and styles, but all of dainty appearance. They sell from 9d. each upwards, some being of yellow polished with nickel, ebonised or mottled ends, and others of celluloid, red or mottled ends, with screw caps to hold refills, or fitted with the "Apex" pencil sharpener at end. The fine quality of lead with which they are filled and the convenient shapes and sizes make these most desirable patterns for the pocket.

ROTARY CLUBS

(Continued from page 3.)

for a lot of new typewriters to tip off a square and fair firm. Only reliable and qualified men and firms are permitted membership.

"I have heard some very logical objections to these clubs, one of which is that they are non-American. It is maintained that they simply bring together a lot of men who form a close corporation and try to keep a lot of business in their own circle. One reputable firm of my acquaintance recently refused to join the rotary organization in its city because it did not qualify in its judgment as a fair and square businesslike proposition. However, this is not a discussion of the efficiency or fairness of rotary clubs, which are mentioned here merely incidentally. My point is that salesmen in *similar lines* should get together and help each other as outlined above.

"Time was when men were measured by the interest they could collect from other people. Today men are judged, and now and then succeed, according to the interest they place in other people.

"With all of our scientific salesmanship ideals of today most of us have our hours of discouragement—hours when a 'prospect' would be worth ten times as much as at other time. Try this plan, my active selling friends. If it does for you what it has done for me you will be inclined to drop me a line and say so. It is one of several personal plans for sales help that have made good in my own experience."

All that I have accomplished, or expect or hope to accomplish, has been and will be by that plodding, patient, persevering process of accretion which builds the ant-heap, particle by particle, thought by thought, fact by fact.—Elihu Burritt.

Tower in the Middle West

E. C. McKean, one of the Tower Manufacturing and Novelty Company's stellar lights, who represents that well-known jobbing house in Missouri, Kansas and Oklahoma, and who has been spending ten days at the home office of the company in New York, left Monday of this week for his home city, taking with him two car loads of holiday goods, both domestic and foreign, most of it of the exclusive variety for which the house is noted. Mr. McKean believes that this is the most complete line of holiday goods he has ever had the pleasure of offering the trade. The line will be displayed in Kansas City, July 15 to November 1, in the four-story building at 809-811 Wyandotte street, where the trade is invited to call and look over what is stated to be the greatest exhibit of Tower's. Mr. McKean has been nicknamed "The Drinking Cup King" as his sales of the sanitary drinking cups have been enormous—sufficient to take the entire output of one big factory in the East. At the present time the orders he has on hand for these goods will keep the factory busy for two months.

Courtesy Always Appreciated

It is usually a safe rule to judge the status of a concern by its stationery. If the letterheads and envelopes are of poor quality, badly printed, it is almost invariably found that the firm is, to say the least, not a leader in the line they represent.

While many firms recognize this fact, and are extremely particular regarding their business stationery, they fail to realize the importance of having such representatives as will properly maintain the dignity and standing of the concern.

In this connection one often wonders why firms that are very careful about the letters and salesmen they send out, will let a snub-nosed, freckle-faced office boy greet callers with, "What do you want to see him about?" Or, if it is not that phase, the boy will ask in a cigaretted voice, "Have you got a card?" The boy always manages to convey the intimation that if you haven't got a card you must be a cheap skate.

Why wouldn't it be a good idea to make the office boy learn to say, "The manager is engaged now and I am afraid that you must send a message in to him before he will see you." Or let the office boy learn not to say, "Have you a card with you?" and to ask instead, "May I take your card to him?"

For those who do not have cards there should be printed blanks with space for name, firm and business with the man sought. The blank not only enables a busy executive to get a card first and to avoid seeing those whom he has no time for—but it lets the man without a card down easy. He thinks that not having a card is not such a reprehensible thing after all.

CRANE'S LADIES' STATIONERY

Sold by All Stationers and Booksellers

These goods are suited to the tastes of the most select trade. Their merits are known the world over, and they yield a profit to the dealer. Once tried, the purchaser becomes a regular customer.

Presented in the Following Styles and Qualities:

SUPERFINE QUALITY.

In light Blue Boxes, containing ¼ ream of Note Paper each, and in separate Boxes ¼ thousand Envelopes corresponding.

EXTRA SUPERFINE QUALITY.

In Lavender Colored Boxes, containing ¼ ream of Extra Fine Paper each; in like Boxes are Envelopes to match.

ALL THIS STATIONERY CAN BE RELIED ON AS REPRESENTED. MANUFACTURED BY

Our Papers are supplied in Fine Wedding Stationery, Visiting Cards and other specialties by EATON, CRANE & PIKE CO., Pittsfield, Mass., and 225 Fifth Ave., New York, whose boxes bear the word "CRANE'S" containing our goods.

Z. & W. M. CRANE, Dalton, Mass.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

MITTAG & VOLGER, Inc.

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.

DO YOU SELL "BERLIN'S" QUALITY FIRST STATIONERY?

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

BERLIN & JONES
SALESROOMS: 547 WEST 27th ST.



Reorders prove that quick sales pay

COMPANY
AND 136 WILLIAM ST., NEW YORK

THE HOME OF THE TALLY CARD

STAPLE ENVELOPES OF EVERY DESCRIPTION

HEAT HURTS TRADE

Boston Stationers in Common With Other Business Men Feel the Effect of the Hot Spell in Greatly Reduced Sales.

New England Office, THE AMERICAN STATIONER,
127 Federal St., BOSTON, July 11, 1911.

The hot spell which reached us ten days ago was still with us yesterday, and during the past week this section has experienced the hottest temperature ever recorded in its history. On Thursday the thermometer registered its highest with the result that all the stationers, department stores, many of the paper jobbers, and dealers in other lines were obliged to close their stores and permit their employees to seek as comfortable a place as could be found with the thermometer registering 104 in the shade. With the holiday of the Fourth and the extreme warm weather, business was considerably restricted; but aside from this, trade in general has been up to its usual standard for this season of the year.

PAPER FOR STATE PRINTER.

The contract for furnishing paper for the State printer was awarded last week, Messrs. Carter, Rice & Co., Inc., receiving the contract for flat writings and book papers; Arnold-Roberts Co. were awarded the contract for Weston's Linen Ledger and Crane's Japanese Linen, while they divided with John H. Carter & Co. the award for the supply of Crane & Co.'s bond papers, the latter also getting the contract for coated papers. On the other grades of papers the awards were divided between A. Storrs-Bement & Co. and Cook-Vivian Co.

W. J. Chaplin, Boston manager for L. E. Waterman Co., left last week for his regular three weeks' trip to Washington, Baltimore and Philadelphia. One thing is

certain, he will find it no more uncomfortable than if he had remained in this section during the present time.

F. J. McLeavy, New England representative of the Eaton, Crane & Pike Co., left on Saturday by steamer for Halifax, N. S., where he is to spend the next two weeks of his vacation. "Mac" is an expert fisherman as well as an umpire, and he no doubt will be kept busy at both professions while away.

T. E. Korn, representative for Merriam Mfg. Co., Durham, Conn., has been here the past few days calling on the local dealers with a view to getting early orders for the fall trade. The business of his concern has grown so remarkably within the past few years that it has been kept continually busy in an effort to take care of orders promptly, and even in the dullest times has been rushed to capacity.

B. S. Portugal, representative for L. Hoffman, of New York, was here during the latter part of last week with an extensive line of specialties which he showed among the local dealers.

W. R. Berryman, sales manager for James Thompson & Co., dealers in twine and rope specialties of New York, was the only other traveling representative who had the courage to face the extreme weather the past week and look for orders among the local trade.

L. H. Teller, representing S. S. Stafford, Inc., was expected here during the last of this week, and will probably arrive just in time to miss the pleasure of knowing what real tropical weather is like.

T. J. McCarty, buyer for Jordan, Marsh & Co. stationery department, returned last week after a six months' trip abroad, most of which time he spent visiting the foreign markets for novelties for the holiday trade. Returning home by the way of London, he took in the coronation and spent the week enjoying the festivities incidental to the occasion.

According to the new directory, which has just been issued, the Boston population has increased 36,500 during the year, making the present population for the city proper 707,000. This does not include many suburbs within a radius of five to fifteen miles which should rightfully be a part of the city itself. Boston is growing in population, in business and manufacture. When the 1915 movement has reached its zenith it will be second to no other city in this country.

A. A. TANYANE.

A Cup of Cold Water

The extreme heat has been very trying up in Holyoke, the paper city. Many of the large factories have been forced to close down in order to avoid wholesale heat prostrations.

In order to make life a little more bearable, the National Blank Book Company has installed a unique drinking water system. Instead of the natural lukewarm fluid or the unsanitary ice-in-the-water tanks, they have an arrangement of coiled pipes running through ice and furnished with attractive outlets on the different floors in various departments. This arrangement is greatly appreciated by the employees, and has helped them to keep at work when the thermometer was hanging around the hundred mark.

As there is a ban on public drinking cups in Massachusetts, each National workman has his own cup hung on a private nail with his name printed beneath, very much as shaving mugs are arranged in a barber-shop.

Along with the window trims, make good counter displays. Goods should be set out and ticketed that they will induce purchases. When goods are on the shelves or under the counter where they cannot be examined or seen people will only buy what they come for.

THE WHITING PAPETERIE LINE

FOR THE FALL AND HOLIDAY SEASON IS NOW READY

These boxes merit especial attention and include many exclusive novelties both of Foreign and Domestic manufacture in a varied and attractive assortment.

The prices of these goods make them attractive to both jobber and retailer and selections made now will be held for Fall delivery if desired.

Our travelers are showing the line throughout their respective territories and you are cordially invited to call and see samples in our New York Salesroom.

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

TOWER MANUFACTURING & NOVELTY CO.
 306-308 BROADWAY NEW YORK CITY, N. Y.

WHOLESALE STATIONERS

The attention of the trade is called to our line of

CABINET DESK INKSTANDS

The Bases are in all different finishes—oak, walnut and mahogany, and can be fitted with cut glass or press glass inkstands in all sizes. We consider this the best line ever put on the market.

WE SOLICIT YOUR PATRONAGE

IF IT'S STATIONERY, WE HAVE IT



You Cannot Sell What You Haven't In Stock

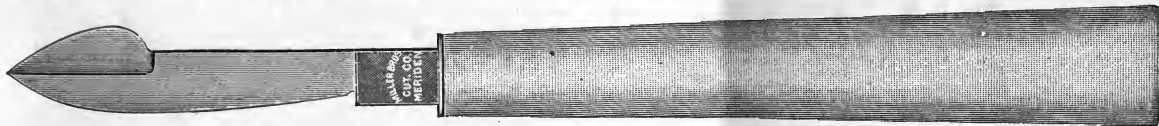
If you are not carrying a sample line of our

**Cash Boxes, Bond Boxes, Document Boxes,
 Voucher Files, etc.,**

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co., - Durham, Conn.

MILLER BROS.' INK ERASERS are the Standard



Made in
 different shapes
 and handles
 of all styles

For sale by all leading Jobbers and Commercial Stationers



Mammoth Circular Erasers

No. 2080 SPHERE

A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.

EBERHARD FABER, New York

ACTUAL SIZE
 6 on a card—6 cards in a box

History from Toys

Nuremberg has been famous for its dolls since the middle ages. From the fourteenth century the city has been noted for its dolls with porcelain faces. At the time of the Renaissance the Nurembergers began constructing dolls' houses such as those which are so much admired today. In 1572 the Elector Augustus of Saxony ordered a table service for his three daughters consisting among other articles of 71 plates, 150 glasses, 36 tablespoons and 28 egg cups.

This has come down to posterity, and it is a historical document in a sense, for there are no forks in the service. Forks belong to a later period. Albert IV of Bavaria had constructed a realistic house for his children. It was completed from cellar to greenhouse; even the household chapel and ballroom were included. In the grounds were stabling and a menagerie. This is another historical document, for much is to be learned of the elegance of the time from this toy.

Ubiquity Caught and Labeled

When a thing is found in the moon, on the sun and in the pocket of a fisherman then it is *ubiquitous*. Such a thing is the Clip-Cap Clip, which future generations will point to as the distinguishing mark of the civilized man of the Twentieth Century. Even now, while the century is young, the

Clip-Cap is as much a part of the dress of a man as is his vest or trousers. Those who doubt this statement must be "high-gravel" blind else they could appreciate its truthfulness by looking at the picture herewith in which it is shown that a jolly fisherman can't even fish without this universal accessory.



The concern that makes this clip says that it has already received over 300 covers of the Saturday Evening Post, of which publication the picture formed the cover

design of a recent issue. Those have come from sellers of the clips in various parts of the world, all of whom point out the clip-cap which is plainly visible in the vest pocket of the fisherman.

The Gentle Art of Joyfulness

By W. E. SWEENEY.

Do you find your work distasteful? Is your environment morally or socially out of tune with your ideas of life and living? I believe there is nothing that brings us up to our own level more quickly or surely than putting joy into our work.

You say, "How ridiculous—how can disagreeable surroundings create joy?" They don't. You do that. You do it first by practice, then by habit. The surest method of enlarging and sustaining irksome experience is by acknowledging it and being ruled by it. The defeat comes by fight and your weapon is a laugh and a determination to love your work.

What do you care for the ignorance and brutality and indifference of others? Circumstances placed you right where you are and it is part of the "plan" that you should play the man with a good, stout, cheerful heart till the brighter and more congenial horizon arises, and it will arise as sure as the stars shine.

RAPHAEL TUCK & SONS CO.

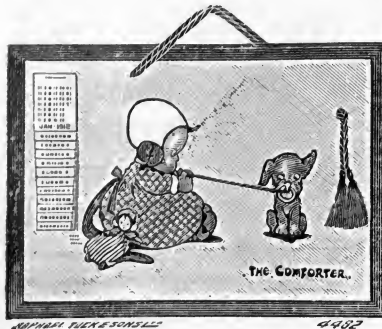
ANNOUNCE
THEIR

Ltd.

Holiday Lines

FOR

1911-1912



CHRISTMAS AND NEW YEAR
POST CARDS.
HOLLY CARDS AND SEALS.
JUVENILE BOOKS.
PAINTING BOOKS.
CHRISTMAS TREE NOVEL-
TIES.
DOLL SHEETS.
CHRISTMAS AND
NEW YEAR CARDS.



AUTOGRAPH STA-
TIONERY.
TOY BOOKS.
PAPIER-MACHE TOYS.
PAPER DRESSING DOLLS.
PICTURE PANORAMAS.

CALENDARS

THE TUCK HOLIDAY
LINES ARE UNUSUALLY
ATTRACTIVE.

Take early advantage of the full assortments and do not wait until the lines are broken

Raphael Tuck & Sons Co., Ltd., 122-124 Fifth Ave., New York
London Capetown Paris Berlin Montrea



EXCLUSIVE PATTERNS

IN

School Bags, Pencil
Boxes and Incidentals

FOR THE SCHOLAR

SPECIALTIES AND NOVELTIES FOR THE
STATIONERY TRADE

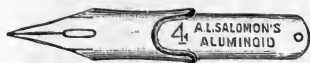


A. L. SALOMON & COMPANY

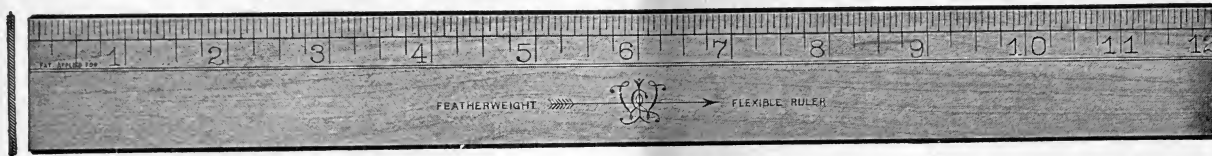
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same. WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.

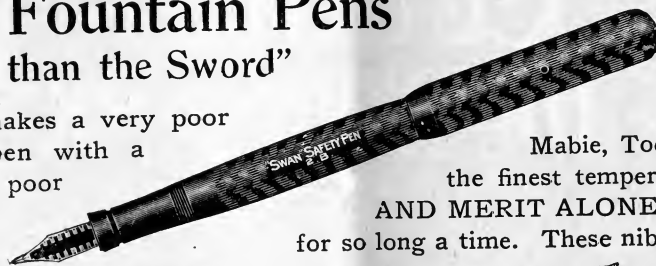
OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

Gold Pens in Fountain Pens

"The Pen is Mightier than the Sword"

A badly tempered sword makes a very poor weapon, and a fountain pen with a badly tempered nib makes a poor writing weapon.

The "Ladder" feed pen. Absolutely non-leakable. It is to your interest to stock and push the "Swan Safety."



For Three
Score Years
and Ten

Mabie, Todd & Co. have manufactured the finest tempered gold pens sold. MERIT AND MERIT ALONE—could keep their reputation for so long a time. These nibs are fitted in their

"SWAN SAFETY" FOUNTPENS

MABIE, TODD & CO. ^M 17 Maiden Lane, New York
_{CTE} 209 State Street, Chicago

LONDON TORONTO
BRUSSELS PARIS
MANCHESTER SYDNEY

We Have Moved Our Brooklyn Factory and
New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

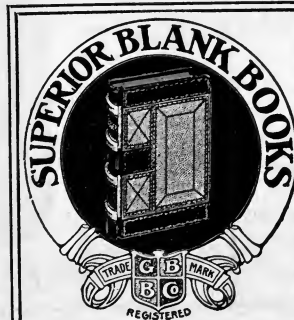
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



"AN INVITATION"

Marcus Ward's complete Holiday Line and samples of staple goods are an exhibition at their New York Salesroom, 369 Broadway. The variety offered includes over two hundred styles of Papeteries, Art Calendars, also Seasonable Specialties "De Luxe."

A cordial invitation is extended to out-of-town buyers visiting New York during the Summer to call and inspect the line and to make the Salesroom their headquarters during their visit.

NEW YORK SALESROOM
369 Broadway
Telephone 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

OFFICE AND FACTORY
116-124 Thirty-ninth St., Brooklyn, N. Y.
Telephone 304 Bay Ridge

NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.

3 Sizes
Retail
from
\$1.50
to
\$3.50.




OPEN

Plain,
Chased
and
Gold-
Mounted.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York




Collins

DRAWING INK

WATERPROOF

THUMB-TACK



FLows READILY, DRYS QUICKLY
BOTTLE CANNOT UPSET - CORK CANNOT ROLL
MADE IN COLORS WHICH ARE STRONG AND BRILLIANT
DISTRIBUTED BY ALL JOBBERS
COLLINS INK CO., HOBOKEN, N. J.

A. W. Faber's  "CASTELL"  Pencils

OLDEST AND LARGEST PENCIL FACTORY.

Packed
in
Beautiful
Lithographed
Metal
Boxes



The
Finest
Pencils in
the
Finest
Packing

A. W. FABER

Established 1761

NEWARK, N. J.

TRADE ITEMS

Ben Calkins, the stationery man of Butte, Mont., has moved. Very strange that a stationery man should be able to move, but, nevertheless, that is what actually has happened in the case of one of Butte's leading merchants. This time the location of the stationery man, who has the first and basement floors of the old California Tavern, is permanent. "You can call me the 'stationery' man now all right," laughed Mr. Calkins, when one of his friends asked him how it was possible a stationery man could move. "I am located for good now after 25 years of moving off and on."

Mr. Calkins' new store is ideally located and ideally arranged, having entrances on both Main-street and East Broadway, with big attractive show windows on either street for the display of his merchandise. Although a little cramped for room on the main store room floor, he carries the balance of his big stock in the basement and at his warehouse in South Butte.

Mr. Calkins carries a complete line of stationery, books, filing cases, office supplies, cabinets and sporting goods. In addition the store supports a beautiful art gallery, from which patrons can select choice pictures and paintings.

Outside of the weather there was no subject of common interest to stationers the past week. As business was forgotten in the effort to keep cool there were no new developments to change the situation as requested last week. But, though it was terrifically hot, there was no growling about the outlook, as it seems to be taken for granted there will be a good fall trade. Now, that reciprocity is as good as passed, the only speck on the political sky is that 1912 is a presidential year, with some possible

disturbance to business due to the election. Apart from this, the commercial outlook is all right and businessmen seem to act as if things are going to continue on a good sound basis for the next few years, at least. One of the best indications of a healthy state of affairs is the fact that there is no speculating, no overloading of stock in expectation of a "boom." On the contrary, all hands are buying—perhaps a little less than they need, so to be on the safe side; later will come the reorders and these will keep the factories going.

The stockholders of the United Bank Note Corporation have been notified of change of the name to American Bank Note Company. At the time of the organization of the former company in 1906 it became owner of a large majority of the stock of the American Bank Note Company. Since then the United Company has from time to time increased its holdings of stock of the American Company and has recently become the owner of every share of its stock. Touching this matter, Warren L. Green, president of the United Bank Note Company, is out in a circular to stockholders, in which he says: "Ownership has enabled your board of directors to carry out a plan which they have for some time had in contemplation with a view to the efficient and economic management of your business and the simplification of its organization, viz., a merger of the American with the United company, so that the latter should cease to be a holding corporation and should become the direct owner and operator of the property of its subsidiaries. We have now to advise you that this has been accomplished. By order of your board of directors a certificate of merger has been made and filed in accordance with the provision of the New York statutes and thereby the

United company has acquired the property, assets, business and good-will of the American company and it is now carrying on directly the business formerly conducted by the old company."

The Novelty Mfg. Co., of Portland, Me., was incorporated last week, capitalized at \$500,000, to manufacture and dispose of all kinds of manufactured novelties. W. E. Dunham, of Portland, Me., is its president and treasurer.

The Mittineague and the Woronoco paper companies, both located in towns of the same names in Massachusetts, have been consolidated under the name of the Strathmore Paper Company. The executive officers of the company will be at Mittineague. It will continue its foreign branches as heretofore.

Robert S. Leete & Co., of Chicago, printers, engravers and stationers, was incorporated this week, capitalized at \$25,000. The incorporators are L. W. May, J. V. Cunningham and D. B. Lyman, Jr.

In sustaining a protest against the assessment of duty on an importation of the "Boy Scouts" card game General Appraiser Fischer held that the cards were not "playing" cards. He said in part: "The cards here in question are to be used otherwise than as gaming cards, and the play or game is one of pastime, such as "Pit" or "Authors." We conclude that the merchandise has been improperly classified under the provisions of paragraph 419. It would be unnecessary here to decide whether the cards are dutiable under paragraph 431 or 420, for the applicable rate of duty in either case is the same. Still it is quite clear to us that the cards in question are not playthings for children and are not "toys." Their use demands study and considerably more thought and patience than can be shown by children. We hold

YOU WANT HURD'S FINE STATIONERY

"Hurd's Name in the Paper" represents the highest development in the art of paper making, and "Hurd's Name on the Box" the nearest approach to perfection in manufacture.

Our lines are produced to meet the requirements of that large and growing class who want distinctive quality and exclusive style—papers which by their actual and visible superiority command instant attention.

Hurd's Fine Stationery includes every fashionable tint, finish, and weight, in plain and fancy styles—goods which for selling value are not equalled.

Our line of Autograph Season's Greetings, made by Goodall of London, is more attractive and complete than ever before.

HURD'S
FINE STATIONERY
TRADE MARK

GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

We make the best that can be made and sell to dealers only.

the merchandise dutiable under paragraph 420 as "manufactures of paper." The protest is sustained as noted, and reliquidation will accordingly follow."

The Mercantile Paper Co., of Montgomery, Ala., has just secured the contract for fertilizers' tags, 8,500,000 all together, which will fill solidly two freight cars.

The John N. Whitehouse Company has been organized under the laws of the State of New York with a capital of \$10,000. The concern will manufacture celluloid, leather, metal and paper novelties. John N. Whitehouse, of 79 East 130th street; Harry Bergman and Julius Klein are the incorporators.

The Neidig Typewriter Co., of Chicago, which was incorporated last week, capitalized at \$25,000, will deal in typewriters and accessories.

The eleventh annual evening picnic of the Employees' Aid Society, of the Eberhard Faber pencil company, will be held at Bruhn's Washington Park, Grand street, Maspeth, Long Island, on Saturday evening, July 22.

At the meeting of creditors of the Grand Press, Inc., held before Hon. Stanley W. Dexter on Wednesday, July 5, Frederick M. Leonard, secretary of the Typo Mercantile Agency, was elected trustee, and his bond fixed at \$2,500. The schedules as filed by the bankrupt show assets of \$24,885 and liabilities of \$16,139. Some months ago the equity in the plant was sold by the receiver

under order of the court for \$340. This reduced the assets as scheduled by \$20,000—the bankrupts' valuation of the plant.

The Wanaque River Paper Company, Wanaque, N. J., has instituted an educational campaign whereby it seeks to convince the printers that with proper care as to presswork uncoated paper of desired quality will give the best results for half-tone work. To illustrate its point the company has issued an attractive and convincing folder made from its "Supatone" uncoated paper, which is richly illustrated with a variety of half-tone cuts, all admirably executed and excellent specimens of the printer's art.

The new home of the J. W. Fales Paper Company, which is being erected in Seattle, Wash., will soon be in readiness for use. The company built the structure for its own use at a cost of about \$85,000, and has one of the most complete and serviceable buildings of the kind in that section.

The Graham Paper Company, of St. Louis, on June 30 got the contract for supplying the State of Missouri with paper for the year. The bid of this company was below that of the J. W. Butler Paper Company, of Chicago. The St. Louis company has held the contract for years. It averages about \$25,000 a year.

The United News & Stationery Co., of Rochester, N. Y., made a clever advertising strike this week in furnishing an un-

limited supply of blotters to the visiting Masons, who are holding a convention on that city this week. All the leading hotels were supplied with these blotters, each one carrying the name of the hotel on its glazed side. The company's Jasmine ink is advertised on the blotters, which are gotten up with a picture of a beautiful girl in one corner and the red turban in the other. The distribution of these blotters was an effective piece of advertising.

The Pen Corner in New York looked this week as if the Black Hand had made a sudden call as, save for a few pillars, it was ripped out in a way to suggest the use of dynamite. Upon inquiry, however, it was learned that the L. E. Waterman Company, which occupies the store, corner of Broadway and Cortlandt street, that city, anticipating an order to Broadway merchants to make their fronts conform to the sidewalk lines, decided to take time by the forelock and "Do It Now." The company figured that since storekeepers on Ann, Fulton and other streets have been ordered to comply with the new rules, Broadway merchants would hear from the City Highway Department later on. Now while the dull season is on the work is being done—and when it is finished the company will enjoy more window space; the long stairs from the street to the wholesale department being put inside the building.

Subscribe for THE STATIONER—It pays.

BUSINESS-GETTING FACTORS

- ☐ INITIATIVE will discover the needs of the prospective customer.
- ☐ Persuasive presentation holds the attention until the proper interest is manifested.
- ☐ Efficiency convinces, makes permanent that interest and establishes confidence.
- ☐ The CRANE and MADE IN BERKSHIRE papers are designed and manufactured to interest and hold the most exacting users. The dealer will find these lines productive of the maximum results with the minimum effort.

CRANE'S LINEN LAWN in its many attractive styles is the ideal summer and vacation correspondence paper.

Eaton, Crane & Pike Company

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



HOT IN CHICAGO

Because of the Discomforts of the Hot Wave There Was Little Doing in the Stationery—Engravers in Session.

Western Publication Office,
431 So. Dearborn St., CHICAGO, July 10, 1911.

Business has been somewhat quiet the past week because of the intense heat which has visited this section for the past ten days or so. In addition, the stores were closed on Saturday afternoon and all day the Fourth, and naturally trade fell off somewhat. It is not expected that business will be especially lively during the remainder of the summer, which is the time for vacation taking, and when the stationers are inclined to take things easily.

ENGRAVERS IN SESSION.

The National Association of Steel and Copper Plate Engravers are in session at the New Sherman Hotel this week. The sessions commenced this morning and will continue the first four days of the week, winding up with a banquet at the Sherman on Thursday night. The meeting is well attended, and promises to be a very successful gathering. The committees for the meeting are as follows: Finance, Arthur D. Wiggins, H. E. DeCamp, James N. Murray. Entertainment, Chester R. Jardine, Edward E. Clarke, Edward W. Funke. Invitation and banquet, Chas. E. Freund, H. G. Turner, Louis F. Bockmann. Reception, M. M. Bear, M. D. Stecher, Felix E. F. Neubert, W. C. Dunwell, Chas. T. Lundstrom. Hotel, Guy Gibson, Guy B. Seeley, William F. C. Witthans, J. A. Freund.

Irving Gassenheim, of the Mercantile Paper Company, one of the prominent stationery houses of Montgomery, Ala., is a

Chicago visitor and will remain in the city for three or four days before returning to the South.

Edwin A. Kistler, of the W. H. Kistler Stationery Company, Denver, Colo., passed through Chicago on Saturday on his way East. Mr. Kistler is spending his vacation and will devote the greater portion of the time to a trip on the St. Lawrence river. He took occasion while here to make a number of calls on friends in the stationery trade.

R. S. McMeans, who is one of the Southern representatives of the Yawman & Erbe Company, Rochester, N. Y., and who has his headquarters at Birmingham, Ala., was in the city for a short stay last week.

Charles Shearman, representative of the National Blank Book Company, is away on a trip to Louisville, Ky. Mr. Shearman is planning a trip to the East and expects to be accompanied by a couple of friends. The date for the departure of the party has not yet been set.

Sam Mayer, Chicago manager for the Joseph Dixon Crucible Company, having returned from a three weeks' Eastern trip, will remain in the city for a while at least, in order to look after the city trade. Mr. Mayer says that so far as his company is concerned they have no complaints to make regarding trade conditions, and thinks that, for the season, business is in good shape, with excellent prospects for a heavy fall trade.

Fletcher B. Gibbs, when he left for his vacation in Wisconsin, said he was going to have a vacation, and the prospects are that he is having it, for none of his friends in the trade have heard from him since his departure.

PETER PETERSON HUSTLING.

Peter Peterson, in charge of the Chicago

office of the White & Wyckoff Company, has about finished up his road work for the present and will remain in the city for a time at least, where the office is always open during business hours and after, as well, if necessary. During the time he has been with the company Mr. Peterson has succeeded in opening up a number of new and very satisfactory accounts, and although, as he says, he will not be satisfied until the field is covered in such a way that his firm will get all the trade possible out of it, nevertheless he has every reason to feel satisfied with his success since he took charge of the work. The holiday trade has been large, and this will be considerably augmented by orders for immediate shipment received during the next few months and just prior to the close of the season.

John Schlager, a brother of Geo. Schlager, of the Chicago office of Eberhard Faber, is making an automobile trip from Los Angeles, via San Francisco, Portland and Seattle, to Chicago. The party expects to negotiate the route by the first part of August. They made a trip from Chicago to Los Angeles in an auto, and are therefore fully posted on the difficulties to be encountered as well as the enjoyment to be derived from such a trip.

(Continued on page 18.)

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

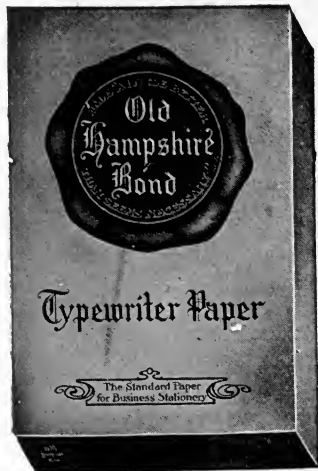
AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Quinc St. CHICAGO

INCREASE YOUR PAPER SALES

You can sell more Old Hampshire Bond Typewriter Papers and Manuscript Covers than the ordinary kind, because your customers will come back for more, and we will send new trade thru our advertising.

The Old Hampshire line provides highest quality of stock, national reputation and exceptionally attractive boxes. Can you think of three more important factors in influencing the consumer?

Write for sample book.



HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASSACHUSETTS

Novelties for the Trade

GUIDES TO SPORTS

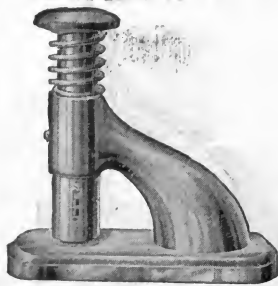
Elsewhere in this issue will be found the advertisement of A. G. Spalding & Bros.'



Fall and Winter Books, which are the official guides for football, basketball, etc. These books are but two volumes in the very extensive Athletic Library published by the well-known sporting house. Stationers should write for Spalding's catalogue of athletic goods. The company has agencies in all the large cities of the world. Its headquarters are in the Vanderbilt building, N. Y.

PAPER FASTENERS

For the Clipless Paper Fasteners, shown herewith it is claimed that they save time, money, labor, space in filing and raw materials, such as pins, clips and paste. A full guarantee accompanies each fastener. They come in two styles: Hand and Stand models. The retail price is the same for



each, \$3.50. These fasteners are supplied the trade by the Frank A. Weeks Mfg. Co., 93 John street, New York.

DINNER SOUVENIRS

Little dinner favors with which the guests can have a lot of fun come in the shape of everyday articles, which are intended to be given to the individuals who happen to have a "bug" in the line which the particular favor indicates. For instance, the lady who prides himself on being a good cook is given a little cook stove; another person who sets the neighborhood crazy with a graphophone finds a

miniature one at her or his plate—and so on. These souvenirs or favors come a dozen in a box and sell to the trade at \$2 per dozen. They retail for 25 cents apiece. A. L. Salomon & Co., 345 Broadway, New York, is supplying the trade.

SAFETY MATCH HOLDER.

Since almost every man is a smoker, the stationer who shows a good holder for safety matches will find an increasing sale for such an item.

Having had so many calls for a popular-priced match stand, The Tower



HAND CLIPLESS FASTENER.

Manufacturing and Novelty Company is showing its No. H500, which it sells for \$1.65 per dozen and which makes a great value for 25 cents retail.

This measures 3 x 3¼ inches, is made of polished brass and has bottom felted to prevent scratching the desk. They come packed one-half dozen in a carton.

VALUES IN BRASS GOODS

Although the Tower Manufacturing and Novelty Co., 350 Broadway, New York, is



anticipating a great sale on its new Colonial brasses, it is also showing some great values in the hammered brass. One new design is the No. 5070 footed jardiniere



Our Ribbons

We test every run on the particular machine for which it is made, and if it is not up to standard, the whole run is rejected. This enables us to guarantee uniformity and enables our customers to sell repeat orders and know they will be right.

In our testing department, it is either right or wrong; no nearly rights are allowed to pass. No errors in boxing, every ribbon on the right spool and prompt delivery.

We use the very best cloth and the very best colors, and make every kind of ribbon.

Send for the sample today and give it a hard test.

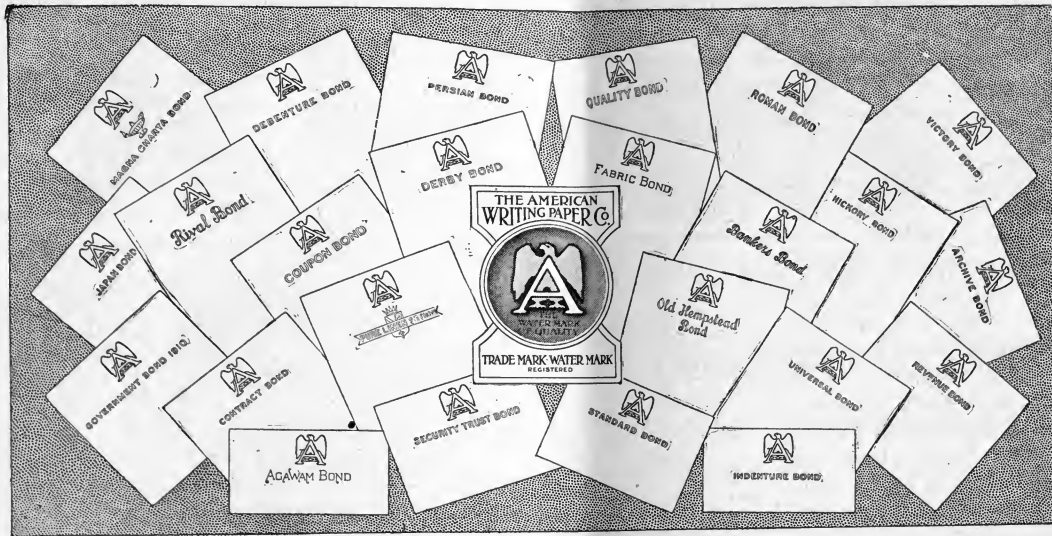
Manifold Supplies Co.

A. L. Foster, Pres.

O. G. Ditmars, Vice-Pres.

180 Third Avenue

BROOKLYN, N. Y., U. S.



Practicing a Belief

Just a moment Mr. Stationer.

What make of collar do you wear?

Isn't it a Trade-Marked brand?

And don't you usually call for it by name?

Now that you have the thought, can't you rattle off a dozen or more well-known makes of clothing, shoes, hats, and the like?

Just why can you think of them so readily?

"They are well-known makes," you say.

Ah! That's just it. And why are they well-known?

Isn't it because they have been Trade-Marked and Advertised?

How would you have known about Arrow Collars or Stein-Bloch Clothes if you had not seen them pictured in the magazines and displayed in your retailer's window?

You take pride—every man takes pride in using or wearing a standard, well-known article.

A live retailer knows this and part of his creed is: "I give preference to Trade-Marked, Advertised Goods."

Now, if YOU buy Trade-Marked, Advertised Brands—

If the RETAILER who supplies you pushes Advertised Goods in preference to Unadvertised ones—

What should be your attitude towards handling Trade-Marked, Advertised Papers?

You know the answer.

But, in YOUR BUSINESS are you practicing your belief?

Are you pushing "Eagle A" Trade-Marked, Advertised Papers?

? ? ?

AMERICAN WRITING PAPER COMPANY

Manufacturers of the "Eagle A" Trade-Marked Water-Marked Papers

HOLYOKE, MASS.

which stands 10½ inches high with 8-inch opening. It sells for \$2.10 each. A larger size, 5071, 12½ inches high and 10-inch opening, costs \$3 each. These are furnished in burnished effect and have heavy lion head handles.

Every visitor to New York should see Tower's fancy goods show room at No. 350 Broadway as the display there this season is more beautiful and varied than ever before.

THE HOT WEATHER PEN

The Swan Safety Fountpen, which has come to be known as the Hot Weather Pen, was flashed on New York last week from a big sign, 19 x 90, on the Great White Way. This sign, which is gotten up in a most attractive way, is located high up on the Dime Savings Bank, on 32nd street, the building being in the angle formed by the juncture of 6th avenue and Broadway, better known as Greeley Square. At night it can be seen from all the blazing territory of the Great White Way. As it is in the center of the rush of traffic during the day it is equally as effective as a day sign and as an evening star. Its bright colors make it conspicuous in the daytime and electric lights makes it unmissable at night. Needless to say, the Swan, the trademark of Mabie, Todd & Co., the makers of the Swan pens, forms a striking feature of the sign.

The increased sale of Swan pens in this country is responsible for the enlarged advertising which Mabie, Todd & Co. are now doing. By outdoor advertising it is intended to attract the attention of the general public to the pen, so that the dealers who handle Swans will profit thereby. In its selection of its first sign and location for the same the concern showed excellent taste and judgment.

PERSONALS

Vernon S. Smith, recently with the Baker Office Furniture Co., of Pittsburg, Pa., has just gone to St. Paul, Minn., having accepted a position in that city with the Brown, Treacy & Sperry Company. He was for eight years with the Baker company, having risen from stenographer to the managership of the stationery department.

Mr. Ekstrand, of the Ekstrand Drug & Book Co., Salina, Kansas, was in New York last week buying supplies. The concern does a large jobbing business in post cards and contemplates increasing its business for all other kinds of stationery and drug novelties. It would like therefore to hear from manufacturers of such goods with catalogues.

L. O. McLean, of the Boorum & Pease Co., New York, is enjoying a two-weeks' vacation, being a guest at Frick's Pavilion, Keyport, N. J. As Mac is a great fisherman he feared that owing to a recent injury he would not be able to raise his arm

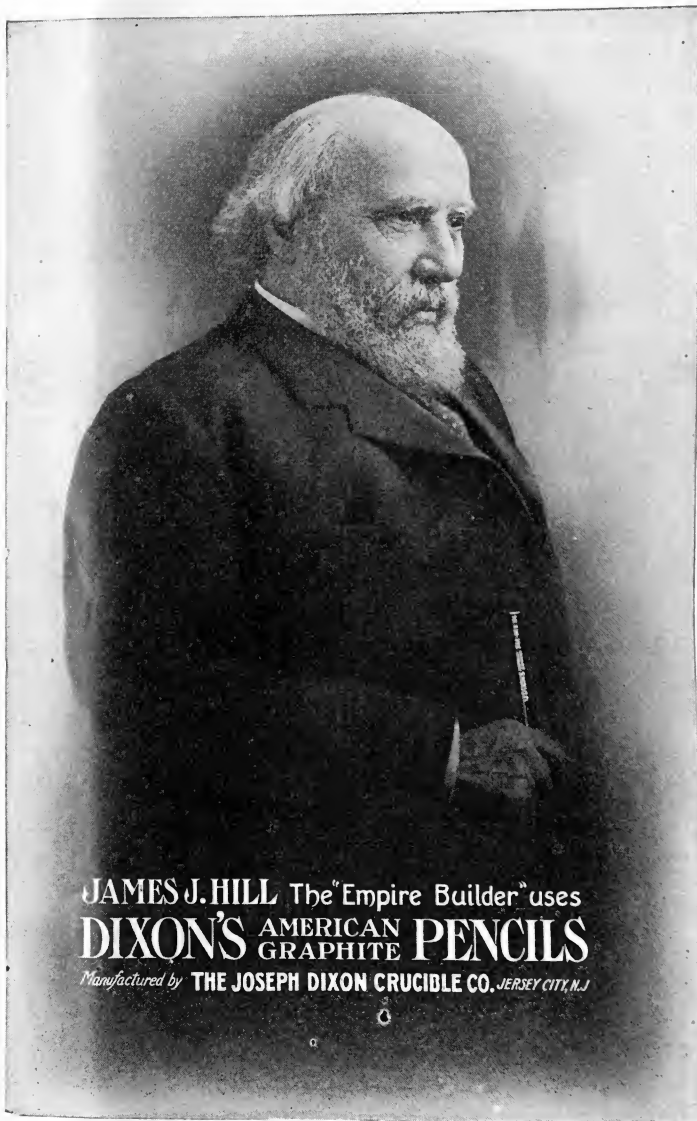
high enough to land the 29 pounders (trout). His fears were groundless, however, as his doctor gave him permission to raise his arm just as high as he pleased. Incidentally it should be recorded that as it will add to the gaiety of nations, "Mac's" minister gave him absolution on all the "damnedifident" fish stores he could invent. Thus forearmed and absolved "Mac" is happy.

H. A. Stacy, of the Boorum & Pease

to know that a new paper company has sprung into existence. This is "The Strathmore Paper Company," of Mittineague and Woronoco, Mass.

Mittineague Paper Company, of Mittineague, Mass., and the Woronoco Paper Company, of Woronoco, Mass., have under the name "Strathmore Paper Company" been incorporated into one company.

Of course, the Mittineague Paper Company has long had the reputation of being



JAMES J. HILL The "Empire Builder" uses
DIXON'S AMERICAN GRAPHITE PENCILS
Manufactured by THE JOSEPH DIXON CRUCIBLE CO. JERSEY CITY, N.J.

ENOUGH SAID.

Loose Leaf Book Co., will shortly start on a trip through Canada, commencing in the Eastern section and going through to the Pacific Coast. Mr. Stacy will carry a full line of the company's loose leaf devices.

W. J. Anderson, of W. J. Anderson & Co., the well-known calendar house and manufacturers of greeting cards, 341 Broadway, New York, is making a trip to the other side, and is not expected back until August. It is entirely for pleasure and recreation.

Paper Mill Consolidation

It is of definite interest to everyone engaged in the paper and printing business

a pioneer in the manufacture of the highest grades in all lines of quality papers, particularly the distinctive book and cover papers which have done much to make both printing and advertising reach to the high standard of the present day.

It is not so well known that this same organization has been in control of the Woronoco Paper Company for the last five years, but the Woronoco papers have rapidly of late years advanced to the front.

The new company making the "Strathmore quality" papers will proceed along progressive lines making high grade papers whether for commercial stationery, booklets or catalogue work.

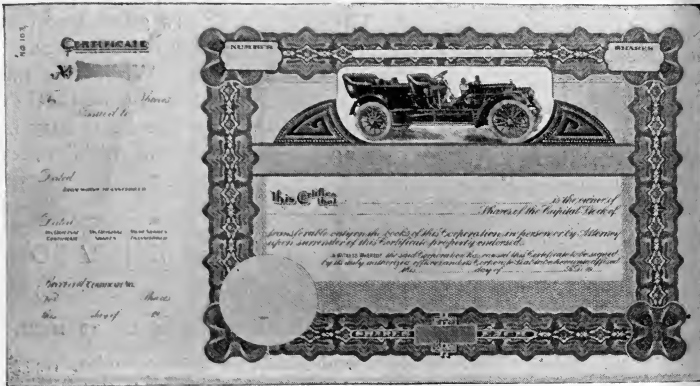
Every Stationer and Printer should have them.

GOES

Established 1879

CHICAGO.

Originators and Producers of The Blanks of Quality.



Reduced fac-simile of one of our 132 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

132 Styles of Stock Certificates, suitable for every industry and more to follow.

15 Styles of Bond Blanks for municipalities and corporations.
10 Styles Diploma Blanks for Colleges, High and Public Schools.
2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.
Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.
Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts.

WE LITHOGRAPH FOR THE TRADE

Address Dept. A. S.

WHAT WOMEN THINK OF KEITH'S PAPER AND WHY DEALERS SHOULD CARRY IT

THESE TWO LETTERS SPEAK FOR THEMSELVES

BROOKLYN, N. Y., May 1, 1911.

KEYSER, W. VA., May 22, 1911.

GENTLEMEN:

Permit me to thank you for your generous sample. I shall endeavor to purchase your paper at Abraham & Straus, Brooklyn, N. Y.—my stationers. I trust they carry it.

Yours is the smoothest texture I have ever had the pleasure to use or see.

Thanking you again, believe me to be

Yours very truly,

GENTLEMEN:

Just received today your sample box of writing paper, and I cannot resist telling you that it is the best paper I have ever used.

I always use good paper, for I think no one can write a good letter on coarse, scratchy paper.

It is with a feeling of pride that I mail this afternoon, four letters written on your paper, for I know they carry with them an air of distinction and daintiness that will be admired and appreciated when received.

In the future I shall use Keith's Purity Lawn, and if I cannot procure it here I will write you.

Thanking you for the paper, I am,

Respectfully yours,

The wise dealer will stock this stationary for two reasons. First, because the manufacturer advertises to help the dealer to sell it, and secondly, because it will please his customers and in pleasing his customers he will increase his business.

Address for further particulars, mentioning this medium

AMERICAN PAPETERIE COMPANY

ALBANY, N. Y.
QUINCY, ILLINOIS

SELLING "AT COST"

A Plausible Reason Must Accompany Bargain Announcements—The Fallacy of Advertising Goods "At Cost."

There are two requisites for effective advertising in the retail business, when stimulating business in a dull season or increasing sales beyond the normal volume. These are an attractive or reduced price and a plausible reason for it.

The right to sell an article for any amount the owner will accept is a constitutional one, and forms the basis of commerce. Competition regulates values, maintaining an equilibrium of profit based on minimum percentage consistent with sound business principles. To maintain solvency, without which progress ceases or is suspended, there must be an average excess of receipts over expenditures. This is a self-evident proposition, but one that should be kept constantly in mind when considering methods of publicity for developing business.

In this instance, it is not the purpose to consider profit from the inside, but rather in its opposite aspect, treating the subject from the viewpoint of the consumer as influenced by the question of prices at which goods are offered. Confidence is the foundation of success and advertising must have the ring of sincerity. The public may not know or care about what profit exists on the goods you sell, but even the most obtuse understand the first principle of business, that an average profit must be realized on merchandise.

It would seem, in the plethora of bargain sale announcements that this idea of profit is either an illusion or that the percentage on some lines must be enormous to effect an average margin above cost. The fact remains, however, very few articles are sold at or below cost, at least by the retailer. There are instances where merchandise of standard or known value is sold below a regular price, but the dealer retains a fair profit. In most instances it is the producer or jobber who makes a bargain sale possible.

The creation of a bargain is frequently dependent on advertising and this form of publicity has attained its greatest development in the daily announcements of leading department stores, a style of advertising which exemplifies the points first mentioned as requisites for success.

Naming a price does not suffice to excite the saving impulse, except on articles of standard value. Merchandise of which the general public has no knowledge as to value, must be described briefly and the reduction in price clearly indicated. Moreover, there must be a plausible reason for a low price.

Here we have the logic of advertising—an attractive article at a low price and why it is thus offered. The different forms in which such a business story is expressed are familiar to all. The clever ad writer endeavors to show that low prices represent an actual saving to the purchaser and why it is possible to secure the advantage at his store. While within the inner trade circles, many of these arguments do not reflect true conditions, they have the desired effect and shoppers flock to the big store, purchasing with avidity. A bargain is the most interesting proposition to women, and even though the goods may be made to fit the price, the advertisement places a prospective buyer in a favorable attitude. Hence the importance of logical publicity.

It is a significant fact, that rarely do the big and successful stores advertise goods "at cost" or "below cost." No one is so foolish as to believe that a dealer would lose money on an article. Such statements offer a poor argument and anyway, are likely to be discredited. Another objection is the definite character of the selling price.

As a critic recently said, advertising "at cost" gives your customers a basis upon which to figure out just what profit you are making. Knowing the cost, the customer will find out the regular selling price. With these two figures it is an easy matter to figure out your profits. If that happens to be a liberal one, the customer will conclude that you are a robber. Not having any knowledge of the cost of doing business the customer is likely to conclude that your profit is altogether too great.

A writer in the "Western Druggist" says the mention of "cost" in an ad is poor policy for several reasons. In the first place, a great many people are suspicious. It is a bad thing to print anything that is hard to believe, no matter how true it may be.

The writer knew a merchant in central Illinois who had a penchant for advertising goods "below cost." He did it honestly enough. Almost daily he would look over his stock and find broken lots of shop-worn goods and these would be given a big display at the top of his ad as selling "way below cost." The most prominent feature of his ad was the phrase "way below cost."

Now it stands to reason that no store can sell its goods day after day below cost and escape the sheriff's sale.

As the store still continued to do business on this basis, the people concluded that the merchant was a "falsifier" and consequently he lost their confidence.

At any rate, his ads ceased to draw. He soon saw something was wrong and a friend pointed out to him the cause of the trouble. Since then, that merchant has ceased advertising his goods "below

cost" and his business has picked up again. This is as it should be.

The Tuttle Press Company

The Tuttle Press Company, of Appleton, Wis., manufacturers of plain and decorated crêpe papers, fancy box wrapping papers, etc., announce to the trade that they have just added a new line, that of adding machine paper. This will be manufactured in the standard sizes, the small size running to 2 5-16 inches wide and the large 3 15-32 inches wide and guaranteed 250 feet to the roll.

The manufacturers guarantee that this paper is made from high grade, non-fading book paper. While this line has only been ready for the market a short time, the company has been busy in supplying the trade. The initial order was a carload for export.

HOT IN CHICAGO

(Continued from page 13.)

RAND-M'NALLY & CO. TO MOVE.

Rand-McNally & Co., who, on account of the sale of their building on West Adams street to the Commercial and Continental Bank, will be compelled to seek other quarters, have just negotiated an eighty-eight year lease for the ground at 526-530 South Clark street, from the Board of Education. This is the final step in the acquirement of the ground to be used as the site for a proposed \$1,500,000 plant of that concern. The acquisition of this ground, which is 50x105 feet, will cost the company for the entire period \$736,375, or approximately \$8,273 annually. Based on 4 per cent. this is equivalent to a valuation of \$39.40 per square foot. The company also has a plot of land facing 300 feet on Clark and La Salle streets, with a depth of 210 1/3 feet on Harrison, and will have abundant ground space for the carrying out of the plans they have in view.

"Al." Williams, Chicago manager for Eberhard Faber, returned on Thursday last from his Western trip. Although one eye was slightly disfigured, due to an accident while cranking an automobile, "Al." says he is feeling fine and greatly enjoyed his vacation. He says he is fit for business even if it is hot, and when he left Frisco the temperature was around 60. Mrs. Williams and the baby will remain until September in Seattle, where she is visiting her parents. THOMPSON.

A man is what he thinks.

If you don't think much of yourself, depend upon it no one else will either.

Honestly earn commendation from yourself and it won't be long before you get mental and physical pats on the back from others.

FALL AND WINTER BOOKS

Spalding's Official Foot Ball Guide for 1911

Edited by Walter Camp.

Contains the NEW RULES, Records, All-America and sectional selections, reviews, schedules for the coming season, list of all the leading colleges, giving captain, coach and manager of team, and other interesting matter. Pictures of hundreds of teams. PRICE 10 CENTS.



Spalding's Official "Soccer" Foot Ball Guide for 1911

Contains the official rules, records, review of the game in the United States. Pictures of leading players. PRICE 10 CENTS.

Spalding's Official Basket Ball Guide for 1911

Edited by G. T. Hepbron.

The official handbook of the game. Contains the official rules for 1911; reviews; scores; pictures of hundreds of players and a great deal of interesting information. PRICE 10 CENTS.

Spalding's Official Collegiate Basket Ball Guide for 1911-12

Edited by H. A. Fisher.

Basket Rules as revised and recommended by the Rules Committee of the Intercollegiate Athletic Association of the United States. Records, reviews and hundreds of pictures of leading college players. PRICE 10 CENTS.



THE DEALER will get the athletic trade if he handles SPALDING'S ATHLETIC LIBRARY. It's the only complete athletic library that is published in the world. Spalding's Catalogue of athletic goods, the encyclopedia of what's new in sport, will be sent upon request.

A. G. SPALDING & BROS.

New York
Newark
Boston
Philadelphia

Pittsburg
Buffalo
Syracuse
Chicago

Baltimore
Washington
St. Louis
Kansas City

Cincinnati
Cleveland
Denver
Columbus

Detroit
Milwaukee
Indianapolis
Louisville

Minneapolis
San Francisco
St. Paul
Los Angeles

Seattle
New Orleans
Atlanta
Dallas

London, England

Birmingham, England

Manchester, England

Toronto, Canada

Edinburgh, Scotland

Sydney, Australia

Thanksgiving Novelties

*Very suitable
for this
distinctively
American
holiday.*

Subjects singularly original and pleasing. Designs of character and beauty, which sell themselves.

GIBSON—The Incomparable Line

Dealers, GIBSON goods mean quick sales and satisfactory profits. If you have not given your order, do so at once.

THE GIBSON ART CO. :: CINCINNATI
ESTABLISHED 1850

Note:—CINCINNATI. We have no New York Office

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone

4603 Beekman

Cable Address

Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

The Hershberg Company, Atlanta, Ga., writes: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for 'The American Stationer.'"

FORCE ATTENTION

Within the past few years stationers have, we are glad to say, made some progress in forcing the public to take heed of what they have to sell. This they have done by greatly improved window displays and by putting a share of their stock on counters on the sidewalk. The latter method is of course the most effective, but owing to the crowded condition of most sidewalks this method is impossible for many stationers. By pushing up the windows and putting a board on the window sill, covered with goods, the object of display is accomplished in part.

In advocating a sidewalk display we have in mind the unwillingness of the average man to go into a store unless he wants a certain article and is ready to make a purchase. Women, on the contrary are devoid of this restraint and being natural born shoppers (not buyers) they delight in musing up a man's stock and then leaving him without buying five cents' worth.

Keeping in mind this modesty of mere man it is well to put as much of your stock

where the passerby can look it over and help himself in case he sees anything that he happens to need. To facilitate such sales, price cards should be placed on each lot of goods so that those who run may read. And to make the system perfect an agreeable person of the sales force should be located in the doorway with bags and paper and money to make change for all purchasers. Such an arrangement will increase sales and will make your store a magnet, especially in the busy hours and when men are meandering along after lunch looking for some diversion.

One of the first stationers to appropriate a part of the sidewalk as his own was a Boston man, who in the 80's started out for himself in a triangular store that was, say twenty feet long six or eight feet wide at one end and about six inches wide at the other. In this misfit store there was little space to show goods except in one corner. Being painfully aware of the short-comings of his store and being determined to succeed, the stationer rigged up his windows so that all his stock was reachable from the sidewalk. Following this departure he gradually encroached on the sidewalk at the rate of about an inch a day, and as the walk at that place was wide he soon had twice as much space outside his store as he had inside. How long this went on we cannot say—the point is, however, that he impressed his business and name on the people of the Hub and his house has since continued on the road to success, although the originator of the sidewalk stationery store died a few years after he had started it in the right direction.

Conservatism in business is a good thing when it comes to gambling on an article that looks like a really good seller—and in the matter of credits.—But in the words of one of Gilbert & Sullivan's operas:

"My boy, you can take it from me,
That in life if you want to advance,
You must stir it and stomp it, and blow
your own trumpet,
Or trust me, you haven't a chance."

The moral of this story is—Advertise your goods and your house even if the Bureau of Encumbrances does occasionally send down a wagon and cart off fifty dollars' worth of your stock, which has caused a block of traffic in front of your store.

You cannot think one thing and act another. There will be a mix-up and a slip-up some time.

ROUNDABOUTS

BY THE TRADE LOUNGER.

Stationers who love their fellow man should at once get in touch with the Ideal Hatpin Shield Company, of Buffalo, and get a carload or two of its eye-and-life protectors. When the shipment arrives fill both windows with them and advertise to give them away as souvenirs. All the women will come in and get a half-dozen, not to wear of course, but just because they are free and because they dearly love graft—the failing being common to both sexes.

As all the typewriter girls in the vicinity will give you a call you have a chance to boost business by giving them a nice fan with your "ad." on it or a little pocket mirror—or better still some samples of your lines which the manufacturer will furnish on request. In other words "get them coming"—after that it will be easy—because novelties will suggest themselves and the crowd once in the habit of looking at your windows will gaze in at them each week in the expectation of finding something interesting. After awhile you'll be the best advertised house on the street.

To the old-line stationer these schemes savor too much of the dime museum business and cast discredit on the good old name of merchant. But as business is business and as you'd better be dead than not advertise, you've got to keep up to the times and do as others do. If you sell your goods without deceit the dollars are all clean.

This prose sermon was suggested by the remark of a stationer that because of the character of the goods sold in the trade, no strong appeal could be made with them so that passers-by would stop—and perchance come in.

When this remark was made the stationer was looking at a big cake of ice outside a drug store which has a popular soda fountain. Embedded in the ice was a variety of fruits and many 20 dollar gold pieces. As the thermometer was 97 in the shade the effectiveness of the "ad." couldn't be beaten.

The Lounger, while admitting that you couldn't get people "all haired up" over a window full of pens, pencils, pads or loose-leaf devices still maintained that it was legitimate to go outside the business for your curiosity satisfiers, the end—selling the goods—being justified by the means.

Perhaps you are right, said my stationery man, but I wasn't brought up that way. When I was young we used to go to Barnum's Museum, corner of Ann street and Broadway, to see the freaks and not seek them in merchants' windows. I suppose that if the Cardiff Giant, the Aquatic Jumbo (a monster whale) or any of the big freaks were novelties today we would find them in some business man's show window or exhibited in some department store. Thus do all things change.

WHY ADVERTISE?

As the Most Successful Concerns Are Those That Use Most Intelligent Methods "Reasons Why" Are Interesting.

(Address Delivered Before the Illinois Retail Hardware Dealers' Association.)

During the past decade a New Science has been evolved. It has been discovered that it is possible to increase the volume of business through judicious advertising.

So great has been the development of this new idea in business that the most successful institutions everywhere are now those who employ the most intelligent advertising methods.

I don't care how prosperous a man may be; I don't care how large or small his enterprise; his conditions will be improved through the use of judicious publicity.

REASONS FOR ADVERTISING.

If he has competitors, he should advertise in order to dominate. If he has no competition, he should advertise even more vigorously, in order to create new business.

The greatest success can only be obtained through running to full capacity. The manufacturer who would succeed must keep each employee busy, not a part of the time, but all of the time.

If you were to employ a man to dig in your garden, you would expect him to commence digging at a certain hour and keep on digging until quitting time. You would consider a carpenter whom you might employ a poor investment if he did not stick close to his task during working hours.

And yet you are perfectly willing that your salesman, who should rightly be kept busy from morning till night selling goods, should spend one-third of his time idly behind the counter, waiting for customers.

That is not running your business to full capacity, and you will never make the most money out of your business unless you furnish your salesmen with plenty of customers to wait on.

You look forward to the Christmas session and other seasons of the year; and why?—unless they are the few shining lights of the year when you are really running to full capacity.

If you expect to secure the greatest success, you should determine to make every day a Christmas eve.

THE REAL POINT.

The point is this: How much would it be possible for you to increase your present sales without materially increasing your operating expense?

How many more customers could you handle a day without increasing your present sales force?

If you do business on a basis of 50 per cent. gross profit and your present selling

force can wait on more customers than they are now handling, every dollar additional business that you can bring into your store through judicious advertising will mean 50 per cent. net for you.

Let us reduce it to general figures and if you are now doing an annual business of \$30,000 and can increase this business to \$40,000 by pursuing different business methods, it would mean an additional net income to you of \$5,000 and larger increase in proportion.

If you are now running to full capacity, or if your present sales force is now employed constantly, every day, from opening until closing time, you need advertising in order to justify you in increasing your present sales force.

If your salesmen under your present methods are not now kept busy waiting on customers, you need the stimulant of advertising in order to run your business to full capacity.

If there is any other means of accomplishing the desired results that is as effective as advertising, I, for one, have never discovered it.

If there is any one single department of the ordinary hardware store that is more universally neglected than advertising, I should like to know which one it is.

At a convention last week, I asked twenty-two hardwaremen for the name of the one in their employ who looked after their advertising before I was successful in finding one single concern which regarded this feature of its business of sufficient importance to justify the placing of the responsibility of advertising upon any one man's shoulders.

They could tell me who bought the goods or who paid the rent, or the bills; they could tell me who looked after the shoeing of the horses, or who swept out the store, but they could not tell me of anyone in their employ who was giving any attention whatever to the important department of advertising.

But you men may not think that you are going to have to advertise, but the day is coming when you will have to.

These great big houses right here in Chicago that we are hearing so much about are advertising.

You may not think that it is necessary for you to advertise in your own locality, but they think it is necessary and they are doing it, and unless you show your people that you are a live one, too, these Chicago houses are going to make inroads into your business.

And the more completely you keep your institution in the minds of your customers, the harder it is going to be for the mail order houses to secure a footing.

Good goods in your store are all right and profitable, when a few people know that you have them for sale, but they are

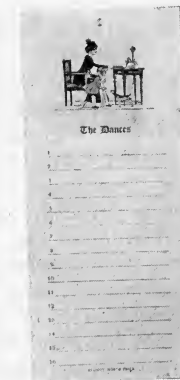
(Continued on page 22.)

Dance Programmes

Nothing quite so elaborate nor beautiful has been shown as the new line of dance programmes made by the Chas. H. Elliott



Co., North Philadelphia, Pa. The exquisite coloring and extremely dainty effects secured in these samples are wonderful.



Dealers are supplied with a sample book free—with their orders.

Sample cards, as well as folders, of many



different styles are shown, ranging in price from \$2.50 to \$5.75 per 100. A few of the designs are illustrated herewith.

He who lifts his life successfully into his work must be a good business carpenter and joiner. His thought-tools must be sharp and to the point, and his tool-chest contain all modern thought-tools. His brain must be filled with constructive ideals. Then he who buys will be attracted to him who sells.

WHY ADVERTISE

(Continued from page 21.)

a whole lot more profitable when everybody knows it.

FORCE THE DRAUGHT!

The people all know that you are in the hardware business in your town—that's true—and some of them will have to buy your hardware, but don't you see that you are only selling those people who are forced to buy it, unless you bring them to you for something that they don't have to buy, or bring them to you for the gratification of some new desire or newly discovered necessity which your judicious advertising has created?

You will probably continue in business if you do not advertise. Your fathers did and your grandfathers did. You may, in fact, be enjoying a very considerable prosperity even now, without advertising, but if so, thank God for it and not yourselves. Siegel, Cooper & Co., John Wanamaker and Marshall Field don't have to advertise if you don't.

The names of these mammoth enterprises are a household word everywhere.

The people of Chicago and Philadelphia are perfectly aware of the fact that Siegel, Cooper & Co. and John Wanamaker are in business in their town. Then why is it necessary for these houses to advertise? Why do they advertise at all, unless they have found that by doing so they can create business for themselves which could not and would not otherwise exist?

Yes, the people in your locality know that you're in business and they will come to you for their natural wants.

Create new desires, make these desires necessities and you will be creating new business for yourself.

The old stove is good enough, until, through your advertising you have created a desire for a new one, and the creation of that desire means that you sell that customer a new stove that you would not possibly have sold under any other conditions.

So that I say the time is here and now, when you cannot say that it is not necessary for you to advertise.

On the other hand, the time is here when good judgment points the way toward more care and attention to this matter from every progressive dealer who really wishes to succeed.

The time is here when the country storekeeper will have to compete with the stores of the smaller towns because transportation facilities have improved, and in order to keep his business at home he will have to pursue more and more the methods of the stores in larger centers.

This is also true of the stores in the smaller town. They are going to have to compete more and more with the stores of the city, and their advertising methods are going to have to progress as well.

MUST BE DONE JUDICIOUSLY.

Advertising to be successful must be done judiciously, and I am not here to counsel any men in favor of large expenditures. In fact, judicious advertising does not consist in spending a whole lot of money, but rather in taking advantage of opportunities and making every dollar invested in advertising an actual asset to the business.

There are so many things that can be done by a man who is looking for opportunities; there are so many successful methods of advertising that I shall not undertake to even discuss them here.

Advice is cheap, because it is usually given without sufficient thought on the part of the giver, but I am going to offer a piece of advice which is the result of a good many years' constant thought and study.

It is advice which I know most of you need, and which I hope many of you will adopt.

PICK OUT THE MAN.

And my advice is this: I want every institution represented here today to delegate the responsibility of its advertising upon the shoulders of some one party now in its employ. It is better to do this rather than to undertake to do it yourself, for two reasons: First, because your days are no doubt already full and your mind absorbed with the buying and other important matters.

Secondly, because I have found that the placing of the responsibility for advertising upon some bright young fellow usually developed him into a most valuable adjunct of the business.

I want you to select the brightest, the most ambitious young man now with you, and make him your advertising manager.

Tell him how much business you did last year, and then tell him that if he will, through his efforts, increase your business during the present year you will remunerate him accordingly. Make some one responsible for results, for what is now everybody's business is nobody's business.

Tell him that you shall hold him responsible for the increased business and then show him where the accomplishment of these results will improve his condition.

If I came to you and voluntarily handed you a ten dollar bill, would you be willing to give me a dollar of it?

If your advertising manager increases your business, you ought to be just as willing to divide with him. But, of course, this is a matter that is up to you, excepting that I believe any young man who really has the right sort of stuff in him will be much more apt to produce 100 per cent. of results if he knows where he comes in.

I should have my advertising manager a feeder for my business, and I should expect to have him keep my salesmen busy

by supplying them with additional customers to wait upon.

All the mail coming to me and pertaining to advertising should be handed to my advertising manager for consideration.

I should subscribe for journals on advertising and see to it that my advertising manager made a careful study of the subject. I should back him up by giving him the hearty co-operation of my selling force. I should keep his investments well within bounds, not over 3 per cent. of gross sales,

And then I should expect results.

It is not my idea that it would be advisable to have him confine himself to this work exclusively.

But I should have one man who was responsible, one man whose first duty was my advertising, instead of having no one responsible for its conduct.

Give your advertising the attention that it merits and mark and enjoy the benefits.

Tower Employees' Outing

The sixth grand annual outing and games of the Employees of the Tower Mfg. & Novelty Company, New York, will be held on Sunday, September 10, at Eitner's Midland Park, Grant City Staten Island.

As the outing is to be held on Sunday, excuses for non-attendance are made absolutely impossible—all living employees being obliged to show up or carry a banner advertising the company's new catalogue for one week on Broadway.

Everybody in the trade with \$3.50 is invited to come along and be merry. And the chances are that a lot of fellows and girls will go too, as breakfast, dinner and refreshments are all promised for the small sum of \$3.50. This is cheap, even for refreshments alone, so the chances are that some fellows will attend just because they can save money by doing so.

Although the date is about two months away, still this early announcement is made so proper arrangements can be made. It is necessary first, however, to find out how many in the trade expect to join the Tower family on its annual joy ride to Staten Island and the festivities thereat. Applications for tickets should be made at once. Checks for \$3.50 should accompany all orders for tickets. Make checks payable to J. C. Griffin, treasurer.

The Buyer

The buyer is the connecting link between the producer and the seller. He should know the wiles of one and the wants of the other. The better he is informed of true conditions the more able he is to make satisfactory and profitable selections of merchandise.

The average buyer is short on theory and long on practice. The combination of the two brings the best results and makes the ideal buyer.

CROWNED WITH EXCELLENCE



Write us
for Samples
and Prices

Send for
Descriptive
Catalogue

BINNEY & SMITH CO., 81-83 Fulton St., NEW YORK



Ink Copies Obtained While Writing

This appeals strongly to the man without an office force and to those who write business letters at home.

Pen Carbon Letter Books

No Press No Water No Brush
Any Ink Any Pen Any Paper

You have many customers who would thank you if you introduced them to this book. They will find it of real use provided it contains Ditmar's Original Pen Carbon, the Pen Carbon which gives good clear copies and makes friends for you.

Small store keepers and tradesmen will find the

Pen Carbon Bill Copying Book

a money saver—one writing for bill and copy. Write us to-day for price list and circular matter

DITMARS-KENDIG CO.
278 Douglas Street, BROOKLYN, N.Y.

1912 EXCELSIOR DIARIES NOW READY



KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

YOUR OWN LAWYER

Having a Fool for a Client is a Part of the Old Saying—An Instance in Point—A Business Man as His Own Lawyer.

By ELTON J. BUCKLEY.

Copyright, 1911.

The object of this article is to emphasize two things: First, the legal restrictions which the law throws about plans to hold for one's self the trade worked up by salesmen, after they have entered the employ of someone else, and second, how dangerous it is to attempt to carry out important legal objects without proper counsel.

The case is one arising in my own experience, and is typical of a large number. In an article printed in this series several months ago I referred to the above principle of law, and I am now afforded an opportunity to present an apt illustration.

A large firm of retail dealers and jobbers, who employ a number of outside salesmen, from whom they derive much trade, conceived the idea of tying up all their salesmen in contracts which should prevent them from leaving their employ and taking their trade with them.

This is frequently undertaken, and is entirely wise and proper, since any business house, were this neglected, might wake some day to find its salesmen gone and a hole made in its trade which might easily prove disastrous.

Nothing in the law needs to be undertaken more carefully and understandingly, however, than this, and nothing is more completely futile if improperly undertaken, yet this concern went ahead with it without taking legal counsel, and itself drafted the agreements. All the salesmen signed them, and things went ahead without trouble so long as nothing happened.

A question finally arose as to the enforcement of the agreement and a copy was brought to me for an opinion. I am reproducing the text verbatim, with the exception of the names, which are changed throughout:

AN AGREEMENT TO HOLD SALESMEN.

This memorandum of an agreement, made and entered into this 11th day of March, A. D. 1911, by and between John Smith & Co., hereinafter called the party of the first part, and Samuel Jones, of the aforesaid city of Philadelphia, hereinafter called the party of the second part.

Whereas, the said party of the first part is desirous of increasing his business and with the purpose in view he has secured the services of the party of the second part to act as solicitor and out-

side salesman at the salary of fifteen (\$15) dollars per week.

And in order to encourage the party of the second part to use his best endeavors in securing new customers, the said party of the first part agrees to give to the said party of the second part in addition to the weekly stipend above mentioned a bonus of 5 per cent. for all new customers which the party of the second part shall obtain through his individual efforts, but before such bonus is given or allowed the said party of the second part must dispose of merchandise to the value of two hundred (\$200) dollars per week and after this he is to receive the percentage and not before; this, however, does not apply to transient trade which may come to the place of business, but only to customers secured by the personal efforts of the aforesaid party of the second part.

The party of the second part agrees to give his undivided time and attention to the business of the party of the first part during the business hours of the day.

And the said party of the second part also agrees and expressly promises that, should a severance of the relations between the parties hereto occur either by mutual consent, voluntary resignation, discharge for cause of otherwise, the said party of the second part expressly agrees that he will not solicit orders for cigars on his own account or for any other person, or persons, whatsoever either directly or indirectly within the territory which he has covered for the said party of the first part or cause any of the patrons who are now customers of the said party of the first part and any person or persons which he may have secured as customers during the continuance of this agreement within a period of three years from the date of his severance with the party of the first part.

For the faithful performance of the above the said party of the second part has executed and signed the following note which shall be in full for the damages by any infringement of any of the above covenants:

\$100

March 11, 1911.

One day after date, I promise to pay to the order of John Smith & Co., the sum of one hundred dollars without defalcation value received, with interest. And further, I do hereby empower any attorney of any Court of Record within the United States or elsewhere to appear for me and after one or more declarations filed confess judgment against me as of any term for the above sum with costs of suit and attorney's commission of 5 per cent. for collection and release of all errors and without stay of execution and inquisition and extension upon any levy on real estate is hereby waived and condemnation agreed to and the exemption of personal property from

levy and sale or any execution herein is also hereby expressly waived and no benefit of exemption be claimed under any by virtue of any exemption law now in force or which may hereafter be passed.

Witness my hand and seal the day and year above written.

Signed, sealed and delivered in the presence of us.

Samuel Jones (Seal),

IN WITNESS WHEREOF the parties hereto have hereunto affixed their hands and seals the day and year first hereinbefore written.

Witness at signing:

R. O. Latimer.

(Seal)

(Seal)

The substance of the opinion rendered on the legal sufficiency of this agreement was as follows:

AGREEMENTS DECLARED WORTHLESS.

Both of these agreements, if they are the originals, are absolutely worthless, because they have not been properly executed. In an agreement of this sort both parties must sign. In both cases you will note that only one party has signed and in both cases even he has signed in the wrong place. The attestation for witnesses, that is the words "signed, sealed and delivered in the presence of us," should have appeared after the signatures of the parties. Through a mistake it here appears before the signatures of the parties and Jones has signed where the witnesses should have signed and Smith & Co. have not signed at all. As I said, this makes these agreements, if they are the originals, absolutely without any force or validity.

Even, however, if they had been properly executed these agreements are entirely worthless to effect the purposes for which they were intended. This is a contract in restraint of trade and there are many decisions to the effect that the courts will not enforce such a contract unless it is reasonable in every point.

It is perfectly legal to compel a salesman, whose business it is to obtain new customers, to agree that if he severs his connection with the house he shall not solicit those customers for any one else until a period has elapsed sufficient to give his former employer a chance to tie those customers to him by new bonds.

The time stated in these agreements, however—three years from the date of the severance of the relation—is entirely unreasonable and no court would enforce it. This means that if one of these salesmen left your employ and immediately set about soliciting your customers for someone else, and you went into court in an effort to restrain him, the courts would refuse the desired re-

(Continued on page 26.)

L & C. HARDTMUTH'S "KOH-I-NOOR" PENCILS

THE brightest jewels among the gems of Pencildom.

Free from grit and of unvarying smoothness, "Koh-i-noor" pencils are so accurately graded and of such uniformly high quality that they are the recognized standard of the pencil world.

For the busy man of affairs who demands the best—whether he be Artist, Architect or Business man—"Koh-i-noor" pencils solve the problem of absolute quality.

Carried in all degrees, from the softest to the hardest, by

MONTAG BROTHERS

10 to 20
Nelson St.

Atlanta,
Ga.



HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES

32, 34 and 36 Bleecker Street
20 Beekman Street
NEW YORK

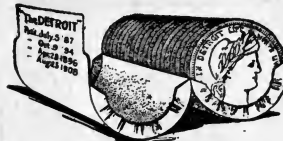
UNION ENVELOPE COMPANY

Makers of **DUPLEX AND CHURCH COLLECTION ENVELOPES**
Makers of All Kinds of Envelopes
RICHMOND, VA.

LET US SUBMIT QUOTATIONS.

CORRESPONDENCE SOLICITED

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.
Detroit, Mich. Toronto, Ont.



The Best of all Crayons
Globes, Erasers, Slated Cloth.

Hyloplate Blackboards
Portable, Reversible, Framed and Roll-Up.

Slated Cloth

The Original Andrews Dustless Eraser.

WEBER COSTELLO CO.
Chicago Heights, Ill.

Successors to School Supply Department of A. H. Andrews & Co., Chicago
Manufacturers for the Trade Only

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 4th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in nubs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the NEW YORK SILICATE BOOKSLATE CO. 20-22-24 Vesey St., New York.

Factory

N. Y. Silicate Book Slate Co.
681-683 Monroe St., Corner 7th St., Hoboken, N. J.

THE BOSS' ABSENCE

As Few Business Men Have a Competent Understudy, Some Suggestions as to Preparation for His Absence.

How many men think that they can be away from their business several months at a time and have things go along just as well as if they were on the job? Very few, and no matter how large or how well organized a business is, this fact is bound to be very true, but, on the other hand, is every business as well prepared for an extended absence of the proprietor as it should be?

PREPARE FOR ABSENCES.

Not many realize the importance of preparing for a possible forced absence from duty. There are many things apt to happen suddenly to take a man away from his business, and everything should be prepared for such an emergency at all times. In every business, large as well as small, there is a strong element of personality, and this is always such a great factor in the success of a store that it is absurd to think that it would be possible to organize a retail business so that the presence of the head or proprietor would be of secondary consideration. However, with a thorough knowledge of all details by the employees, a long absence of the proprietor would not seriously affect a business.

EDUCATE YOUR EMPLOYEES.

Too many merchants unconsciously give their employees little or no opportunity to learn a lot of small details of a business, which which they must be familiar if they are to be expected to keep things going properly during the absence of the proprietor. For instance, in a small store the proprietor does practically all the buying. He also marks the great part of the goods as they come in. If any special article is wanted which is not in stock he is the one who searches through the catalogues and makes out the special order for the customer. In many stores the employees don't know the names of the makers of the different lines of goods in stock. They have no idea what average profit is to be figured on certain lines. They haven't any idea where to find goods for which some one might ask and which would have to be ordered specially. In fact, they have not the slightest knowledge of the little details that the proprietor looks after himself and can't be expected to make much of a record for themselves in looking after things properly when he is away.

THERE SHOULD BE A SECOND BOSS.

In every store there should be a second "boss" to take charge of things and the different employees should have an opportunity to learn fully any new duties that might be imposed on them during the absence of the proprietor. For instance, suppose a store employs a watchmaker, a

jeweler, a stenographer and a clerk. With a force of this size the principal duty of the proprietor is supervision of all work and waiting on trade. In most cases he assumes all responsibility; he answers complaints, does all the buying and ordering, he outlines work daily for the different employees, and the result is apt to make them the hands and he the entire thought of the institution.

Everyone in your employ should be made to feel a certain responsibility, and unless they do you can be sure that during your absence things will stand still. Your watchmaker should personally formulate plans for increasing your repair business and improving his efficiency. He will probably be the "second boss" in your store and should be fully familiar with important details of the business. He should be able not only to sell watches, diamonds, gold jewelry and sterling silverware intelligently, but also know where these lines are bought, where special orders may be sent and what average profit is charged.

Your shop man should be able to figure special manufacturing work, order material and assist in keeping the stock clean and in shape. Your stenographer and bookkeeper should not only be instructed to post books and take dictation, but should be able to extend credit intelligently, collect slow accounts, attend to shipments, write a sensible business letter without dictation—in short do all the things that you would ordinarily do yourself in the office, and make use of her brain as well as her hands.

Your stock clerk should be able to see what stock needs cleaning without being told, to mark goods, to order staples as needed. She should be present and assist in all your buying of general lines, and have an opportunity not only to help in selecting your stock, but to see full lines and know where certain articles may be gotten to fill a special order. She should have as complete a knowledge of the catalogues in your file as you yourself. In short, everyone in your employ should be taught to use their brains and their hands at the same time. As long as you are present they can ask questions and you will find the same questions asked time after time, when just a little thought would enable them to answer themselves. If they are taught to think when you are present they will know how to think out things when you are away.

KEEP A MEMO. REFERENCE BOOK.

A very practical little memo. book, which you will find of value for your own reference and which would be invaluable in your absence might be kept as follows: Secure a loose leaf indexed book about four inches wide and six or seven inches long and itemize your different departments and lines alphabetically. Under each heading make entries of firms from whom you buy certain lines, the average profit to be charged, description and prices of special

items in different lines and, in fact, any information about buying and selling that you think important.

With the right kind of employees and the proper training the average business could be carried along very satisfactorily for a long time if necessary without the proprietor. The stock could be kept up and customers would find intelligent clerks to serve them, and if you try to look after all details and don't throw any special responsibility on your employees you will find that when you are absent from your business they are able to quote prices only on the articles plainly marked in stock and your continued absence would prove very disastrous.

YOUR OWN LAWYER

(Continued from page 24.)

lief on the ground that the contract was unreasonable interference with trade and competition.

INJUNCTION THE ONLY REMEDY.

The agreement shows a still more serious defect, however. The only remedy which is of any avail in the case of a violation of a contract in restraint of trade is an injunction. In other words, a peremptory order from the court commanding the offending salesman to cease soliciting business within the prescribed territory for any one other than his former employer.

Any plan of collecting damages for his violation of the contract is always unsatisfactory. An injunction cuts him down in his course and is the only thing that will.

You have put yourself in a position in these agreements, however, by which you could not apply for an injunction. It is well established law if an agreement between two parties contains a provision for damages in case of violation, the parties cannot go into court and ask that any given violation be restrained, because the principle underlying an injunction is that there is no adequate damage.

If the parties have themselves settled upon damages in the agreement, it is obvious that there is no need for an injunction. That is exactly what you have done. You have compelled Jones and all the other salesmen, in their respective agreements, to sign a note for \$100, which you distinctly say in the body of the agreement, "shall be in full for all damages by any covenants." This means that you have substituted for the only adequate remedy, in case of violation, a remedy which would be utterly inadequate.

It is entirely possible for you to contract with your salesmen in a way which shall be entirely binding and legal, but the agreements through which you have sought to do it are entirely worthless and void.



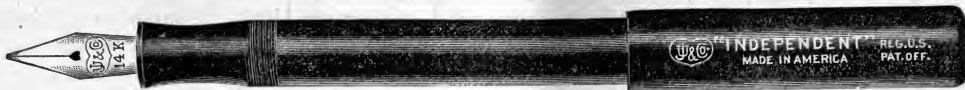
It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

"INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50
With No. 2
Gold Pen.



\$2.00
With No. 5
Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.
WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE.
J. ULLRICH & CO. NEW YORK CITY
27 THAMES STREET.

Typewriter Ribbons and Ink Pads
FOR ALL MACHINES.

Carbon Papers

FOR ALL USES.

Also a full line of Typewriter Linen Manifold Papers
Manifold and Train Order Books a Specialty



Bicrome and Polychrome Ribbons.
FOR ALL TYPEWRITER MACHINES.

The S. T. Smith Co.
11 Barclay St.

Telephone 5922 Barclay

New York City

Discount to the Trade

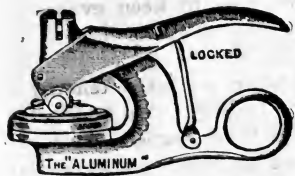


F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

Artists' Materials and Draughtsmen's Supplies

Largest and most complete line of STENCIL MATERIALS and DESIGNS. Catalogue containing over 300 illustrations sent on request.

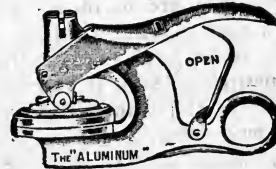
Outfits for BRASS RELIEF WORK and large assortment of BRASS ARTICLES for decorating.
Write for special list. Artists' Material Catalogue Vol. 325 mailed on request.



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE
MOST POPULAR POCKET SEAL ON THE MARKET

The "ALUMINUM"

WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



Sold by All Up-to-Date
Dealers, or Write to

MEYER & WENTHE, Engravers, For Trade Discounts, 31 N. Dearborn Street, CHICAGO

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

EAGLE PARQUETTE PENCIL, NO. 609

Patented
October 11, 1911



Registered
U. S. Patent Office

A round, natural polish Pencil, with two stripes, running lengthwise, in a checkered Parquette design, which makes it very attractive and novel; also fitted with a red fillgree band, containing red eraser. Packed in an easel display box of one dozen and one-half gross in a carton.
EAGLE PENCIL CO.
377-379 BROADWAY, NEW YORK

CHEAP COMPETITION

To Sell or Not to Sell Just as "Cheap as Your Busy Rival?"—A Good House Decides to Try the Game.

In the stationery line, established retailers are sometimes annoyed by the attempts of newcomers to secure business through sensational and fake sales. This character of competition is not so prevalent in the smaller cities, because they do not offer favorable opportunities for specializing by more than one or two stores, and the public generally sticks to the old-fashioned place anyway. But in a number of the larger cities new enterprises, with cut prices and cheap merchandise, frequently start up. That such a policy does not pay in the long run, and is particularly undesirable for an old established store with a reputation for quality, is graphically illustrated by the following story, from the "Canadian Shoe and Leather Journal":

ASLEEP AT THE SWITCH.

"It beats me, Billy, how those chumps up the street get the people into their store. And they seem to sell them the goods, too. It looks as though we were asleep at the switch. In spite of our close prices and good advertising we don't seem to get any more than our old customers interested," and Sam made a kick at the butcher's dog, which had wandered in the open front door.

"You know that's not so, Sam. You were saying only the other day that we were getting a lot of the best people in town and that our trade was the most satisfactory of its kind of any concern on the street."

"Well, it makes me tired to see the people that are in those fellows' store every time I pass. I think we ought to carry some lines to meet that sort of competition. Even if you do not make money in them, they draw people who will buy other goods. These days a store should cater to all classes of trade. You never can tell by the clothes a man wears what money he has in his pants."

BARGAIN HUNTERS DON'T RETURN.

"The kind of people who go to our friends up the street for their needs," replied his partner, "are for the most part, those who only go there to get what they consider bargains, and they don't often go back again. You know yourself some of the stuff those fellows sell will hardly hold together until it gets home."

"Oh, they sell a lot of bum stuff all right, and I know they have lots of kicking, but they seem to do the business just the same. I don't believe in selling trash, but I think, Billy, we should show more cheap goods than we do, and I think a 'job' now and then

would be to remind people that we are around. I think we could give those suckers a run for their money."

"Well, Sam, I think a store has to make a choice of being considered 'cheap,' or of doing a responsible trade. I think, of course, that medium and low-priced goods are all right, and should be carried, but it would never pay us to have people get the idea that anything they bought here was not reliable. We carry some cheap lines, but we need never be afraid of customers coming back and ripping us up the back for 'doing' them. The 'Cheap-John' business also affects your good customers, who are apt to get the idea that you are in this class."

"You're away off, Billy. I don't see how a customer who can get what he wants in high-class stuff is apt to bother with cheaper kinds, and I'm sure two customers are better than one, even if you don't make so much out of one of them. Anyway, I think it's good to have something to talk about, and a few 'jobs' now and then, as I say, will give the idea that we are above ground and not leaving everything to those fakirs in the next block."

"I don't see what you need to worry about them for, Sam. They've been there for over a year and we've not lost any trade that's worth while, so where's the kick? I don't like this scrapping idea very much. I believe in letting the other fellow alone as much as possible, unless he forces you to sit up and take notice. Besides, we know they get some business that we wouldn't care to have on our books, and which will cut a whole lot of profit out of their cut-rate sale."

"LEADERS" AT COST GOOD?

"Just the same, Billy, they had in their windows the other day a line so much like one of ours that few people could tell the difference, and it was marked down at about what ours cost us. I had a customer ask me if we had anything like it, and when I showed him our line and told him the price he gasped and told me it was ticketed in the next block at a dollar less. Of course I showed him the material, construction and finish were different, but he shook his head and left. As he didn't come back, I suppose he took a chance on the other store. I really think it would be a good thing to have a few leaders, good lines, you know, about at cost, to stir up a little attention."

"I think, Sam, it would upset our good customers if we were to get into methods such as you suggest. There are people who patronize us because they get reliable goods at a fair price, and to upset them by ticketing 'leaders' at cost price would hurt us in more ways than one. However, I'm willing to try the thing if you like. I can take a skip out

to some of the factories and see what we can do."

"I really think, Billy," replied his partner, "it would pay us to make the experiment. I am not stuck on the idea of creating the impression that we carry a cheap stock. On the other hand, I think it is not a good thing to have people think our lines are always high-class. I think we can do ourselves harm along this line quite as much as the other. I've had people say to me, 'Your goods are all too high-priced.'"

"I don't think they have any reason to say that, Sam, for we carry as good lines of medium-grade goods as can be found in any shop in the country; but there are cheap skates who would say you were dear if you gave them a gold dollar for six bits. However, we'll have a stab at the cheap game and see how it will pan out."

SPECIAL OFFERING OF "JOBS."

Thus it was that the next week saw announcement in the "Record" and "Review" of a special offering of "jobs" by Smith & Johnson, inviting inspection of lines and prices. A special window was arranged to feature them, the other being devoted to their regular line. In with the "jobs" were, of course, a number of left-overs and shelf-warmers from regular stock, which were ticketed at a special reduction.

For a week Sam Johnson rubbed his hands and poked his partner in the ribs as new customers came in and helped to clean up the slate. Occasionally some of these bought better lines, and now and then some regular customers picked up a "job," so that it looked as though Sam had the best of the argument. After a couple or three weeks, however, the partners found that, to keep even in a game of this kind a dealer has to be everlastingly at it. They found that their energies were gradually tending in the direction of buying cheap goods, and by so much did their regular trade suffer. They were pestered with travelers, who had jobs to work off on them until, as even Sam said, they would pack the store to the ceiling with cheap lines if they didn't draw the line. At the end of a couple of months they mutually decided that it was impossible to ride a horse both ways at the same time. They then settled down to carrying a few reliable specialties at popular prices, and adopted a policy of encouraging the sale of good money-making stuff that they should stand behind.

Give that chap from college a chance to earn the interest money on his tuition by a place behind the counter.

If you would stimulate ingenuity among those you employ, demonstrate your own ability as a leader every day.

EUREKA EYE SHIELD

SAVE YOUR BREAD WINNERS

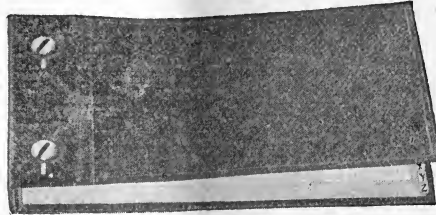
The Eureka Eye Shade

protects the eye on all sides. Made of Green Celluloid, neatly bound. Costs 25c each. Sold by all dealers. Manufactured by Chicago Eye Shield Co., 128 So. Clinton St. Chicago, Ill.



"TATUM'S"

The Original Post Price Book



"Can be limited but not duplicated."

The big sales of this book prove it the ideal one for pocket use.

Screws Operate by 1/4 Turn

No loose parts. Write for descriptive matter 27E.

THE SAM'L C. TATUM CO.

Main Office and Factory, - - - CINCINNATI, OHIO
NEW YORK OFFICE, - - - - 180 Fulton Street

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure. We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

Acme Plate

Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U.S. Government. 120,000 ft. recently shipped to Philippines.

We are the largest Manufacturers of Blackboards and School Supplies in the world.

American Seating Company

218 S. Wabash Ave., Chicago

The Best Is the Cheapest—

But the Cheapest Is Not Always the Best

The quality of Tympan paper you use can be the *very best* at the same price—then why speculate with other grades?

SWEDEROPE PLATINE TYMPAN

is a product made up from a knowledge of what the printer requires, is made to wear where the wearing qualities are important.

Samples (mailed for the asking) will satisfy you of its *Super-strength*.

DETROIT SULPHITE PULP & PAPER CO.
Makers of Papers of Strength
DETROIT, MICHIGAN



GET "UNDER A MAN'S SKIN"

Learn the Personal Side of Your Customer and Remembering It—Turn Your Information to Advantage.

How many retail dealers really know their customers? Actually know them?

This interesting question is asked and answered by a "Retired Retailer" in the Hardware Dealers' Magazine. His answer follows:

Acquaintance is, of course, expected. Friendship is an aid to business. Intimacy is a social road toward increased trade. But in a deeper sense, in that sense which means a knowledge of one's future wants and forestalling them, which means the knowledge of a customer's home and business life, his family and habitation—what proportion of study has the merchant given to the man upon whose trade he is dependent?

In these days sitting in a store and waiting for trade to come in is like sitting down in a ten-acre lot and waiting for a cow to back up and be milked. There are too many other milkers chasing the cows. There are too many others pushing for trade. Competition is keen-edged, vigilant, on the job, out in the highways and byways seeking for patrons. Hustling in the open is a good thing, but scientific stalking captures more game. A man in business in this century must exercise his brains.

What proportion of dealers make a point of finding out their customers' wants in the way of goods? Who figure out the customers' need and how is it best to match that need with the store service?

This means getting under a man's skin, and feeling the beat of his heart. It is getting close to him in a business way, and studying him.

It may be taken as a business truism that the average customer is not interested as to what he can do for you, but in what you can do for him. It is not for him to build up your business. It does not concern him to make business for you, or to enable you to realize a profit. He is looking out for his own interests, and if you want him to come and do business with you, you must cause him to understand that he can benefit himself by so doing. Therefore, comes the logical conclusion that you must approach him on the selfish side if you would nail him as a customer. To do so you must know him.

WAYS OF GETTING CLOSE.

This can be accomplished in various ways. The most direct is to show, and feel, an interest in him and his. Any merchant or clerk can say, "Good morning, how are affairs out your way?" to the farmer who has driven three miles through the cold and mud to do his trading.

But how much more effective is the greeting, "Good morning, Mr. Smith, has Mrs. Smith got the better of that rheuma-

tism? Sold the black horse yet? What's the news out at the Four Corners?" Mr. Smith feels a glow at the heart, unconsciously to himself, because he is a fixed personality in your mind.

THE REASON WHY.

Because you remember that his good wife has been laid up since September.

Because you recall a chance observation that he had a horse to sell.

Because you recall the fact that his farm is part of the Four Corners.

You have tapped him on the social side, and he is liable to open up with more information that may lead you to the sale of goods.

It took a long time to learn a few primal facts, but I got them down at last.

I remember a rich farmer who spent an hour with me behind the stove on a blustering Winter day, when there were few customers, and while his horses were feeding in the shed behind the store. I got him to tell about himself and his family, and a number of things he told me, casually, were stored away in my memory for future use.

He intended to build a hay-barn in the Spring (I rode out in February, and sold him the nails, locks, hinges, window-glass and paint for that barn, before the other dealers knew he intended to build).

He dropped a remark that "Mother" wanted a new top buggy but he guessed he could not afford it, at least not before Summer. (My wife and I drove out in the late days of May and I had an order for a fine new buggy before we left.)

I asked him how many maple trees he expected to tap when the "sugar season" opened. He answered that in addition to the old ones he would take on some fifty more on a bit of woods he had bought recently. (At the end of January I dropped

More Capital and Service

Capable, reliable man with broad business experience acquired in own importing and manufacturing novelty business, thorough knowledge of inside management, best bank and commercial references, will invest \$10,000 to \$15,000 and take active part in an established going house showing fair returns at present time, and located in New York City or vicinity.

Would associate with a manufacturer's agency that can be enlarged and extended. Must stand close investigation. Answers not noticed unless names of principals are given.

Address
MERCHANT,
Care of "American Stationer."

him a line, asking him about those trees and the next time he came in he bought a half-hundred sap spouts and buckets and a new pan in which to boil his sap. "How in thunder did you know about them trees?" he asked with a grin, having forgotten all about our conversation.)

Did the farmer object to being followed up in this way?

Not a bit of it, but liked it immensely. He once said to me, "You know as much about my affairs as I do." I had gotten under his skin.

THE BOY AND BASEBALL.

I once had to discipline a young clerk of

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards

Hurds Royal Red Stock

St. Patrick Cards

Hurds Royal Green Stock

\$3.00

per 100

The kind we have made so popular

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

FIRST-CLASS CITY SALESMAN WANTED with thorough knowledge of commercial stationery. Fine opportunity for the right man. State age and experience. Give references. Location Cincinnati. Address C. S., care American Stationer.

EXPERIENCED TRAVELING SALESMAN WANTED, familiar with bank and commercial printing and lithographing, office equipment and stationery. Good position to right party. M. S. & D. A. Byck Co., Savannah, Ga.

WANTED—A thorough experienced commercial stationery salesman for store, who is also experienced in office furniture, filing systems and loose leaf line. Good opportunity for the right man. M. S. & D. A. Byck Co., Savannah, Ga.

SALESMEN WANTED, calling on the stationery trade to handle our line of steel die embossed Christmas cards, folders and letters. The Educational Supply Co., Painesville, Ohio.

mine because he had no intuition as to this science of getting close. The incident may seem trivial, but is instructive.

He joined a local baseball club and became secretary of the association that managed it. One day, after they had been playing for a week or so, I asked him, "George, where did the boys get their balls and bats and other regalia?"

"I don't know," said he, "but I suppose that each fellow picked up his own wherever he had a mind to."

"Did you sell any of them?" I asked.

"Yes, sir, one or two of the boys were in here and bought what they needed of me," he answered.

"Did you make a try at the others? Did you, when the club was formed, say to the members, 'You know I am in the hardware trade and that we carry a line of sporting goods, and I would like to supply all the club needs?' Did you tell them that for a plump club order you would give them a discount of five per cent?"

"No, sir, I never thought of it."

He never thought of it; he, the secretary of the baseball club, making his living in the hardware trade! I took him home to lunch that day and talked to him all the way out and back. He keeps his nose to the wind nowadays.

To know your trade is to double it.—*Hardware Dealers' Magazine.*

The Real Genius

The genius who always buys his merchandise cheaper than everybody else has not yet been born, although every side street boasts one or more of such. This is never the claim, however, of the first-class store.

The real mercantile genius is the man who sells the most goods at good profits and keeps expenses low, consistent with good business.

Thank goodness! the men today who are making the reliable merchandise and commercial records are men of honor, who maintain values as well as integrity.

And I am glad to note that the most successful firms in the commercial world today will not tell a lie in advertising any sooner than they would violate a business obligation. Yet we occasionally see an advertisement that is full of misrepresentation and exaggerations as to values—clarions that are intended to deceive the public who, we should remember, are just as shrewd as the storekeeper. Better not advertise at all than make statements that cannot be made good. The best advertising is: Creating a desire for what you have to sell and having goods measure up to the representations.

Advertise as long as you can tell the truth; then quit, always remembering that a public business is an open book, and that whatever it contains the public will know.—J. E. Brown.

A MONEY MAKER!

For Every Stationer.

THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

Must Have It

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossil, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Inclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

Better With It

James O. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."

CHANGE WINDOWS

In View of Their Acknowledged Value in Relating it is Strange That Such Displays Are Not Changed Oftener.

Just to the extent that clothes make the man to that extent do the display windows make the store. Both are first impressions, always lasting and always of the utmost importance, because if first impressions do not satisfy, second impressions seldom if ever get a chance to make even a showing, says Sidney J. Rockwell, in *Playthings*.

Taking for granted that the interior display and the general conduct of the store is maintained as strictly high grade as a good display window, it at once becomes apparent how tremendously important that display window is to a store.

THE VALUE OF FREQUENT CHANGES.

Realizing, as one must, the fact that high grade window displays alone and by their own individual efforts have been one of the chief factors in the retail successes of stores of every kind, it seems strange indeed that displays are not changed more often than they are. When a comparison is made with other kinds of retail windows, the toy trade seldom suffers by that comparison—the only thing lacking seeming to be this habit, desire or what not to “Let the display stand a while longer” each time one of particular sales-pulling power and cleverness is hit upon. Who would think of telling a new and good story twice to the same gathering of people? Yet time and again have displays of particular merit been left in certain windows where the passing throng comprises practically the same people week after week.

In the main this has happened when a certain craze was in its height or when a special season business was to be obtained. Yet who is there that will maintain that a window absolutely different each week would not help out the sales in every instance, provided the succeeding displays were up to the required standard? He must be dull who would say so.

THE PUBLIC EXPECT FREQUENT CHANGES.

Especially is this true in respect to the toy buying public. Even as they continually expect the stores to provide something clever and new for the little people, so have they come to expect to see these novelties presented to them in new and clever ways.

If one were to linger outside of a toy shop and watch the passersby stop for a moment, exclaim to a friend saying, “Wait a moment, I want to see what is new in this stunning toy window,” the importance of a different display every week would require no further advocacy in this column. Then, when the fact is appreciated that the same people pass the average window two or three times a week, the value of changed displays becomes more apparent than ever.

THE ISSUE OF BACKGROUNDS.

The subject of backgrounds is a most interesting one inasmuch as window dressers are greatly divided as to whether or not they should be emphasized.

Without taking any definite stand upon the matter and without expressing any personal preferences which would be impractical when speaking generally as one must in an article of this nature, let the good points of both sides of the issue be stated. That is the proper way.

ADVOCATING SIMPLICITY OF BACKGROUND.

The great army of window dressers who maintain that the simpler and more inconspicuous the background or setting of a window is the better, can bring to bear some very convincing arguments in defence of their position.

They hold that anything which detracts one iota from the attention which should be given the merchandise is false to all the first principles of window dressing.

“The merchandise is the issue,” they cry; and you must not let the people on the street see anything but that. Then they go on and point to the fact which is pretty generally conceded that the best dressed man is he whose clothes are of such a cut and color that you do not see them, instead you see the man himself; and they compare this situation with toy merchandise in a display window, adding that toys do not need any outside help to set off their manifold attractive points of display.

THE SCHOOL OF ELABORATE BACKGROUNDS.

The other class of window dressers maintain that backgrounds and settings generally mean everything to a meritorious display window, that a rich, colorful background brings out in sharp relief the lines and colors of the merchandise, giving it a tone and a richness that it otherwise would lack. They go on to say that dull colors are played up prominently and bright colors are materially enhanced by a cleverly conceived and appropriately designed setting.

Then they claim that whatever attention is lost in the public's notice of the background is more than made up by the quality tone which the background gives to all brands of merchandise.

CHICAGO FAVORS THE LATTER SCHOOL.

Thus the factions stand divided, both making good in strong measure, which, after all, is the real and practical test of merit. Those window dressers who go in for severe simplicity content themselves with hanging a curtain of dark plush behind the merchandise or in constructing some conventional paneled cases of dark brown wood, handsomely polished to bring out the grain.

The other school of window dressing finds particular favor in Chicago, where store after store on State street and on the other big business boulevards gives one a practical illustration of how attractive and result-giving background work can be.

They base their background on the mirror, making that favored article of the fair sex large and of sufficient proportions to allow a woman to adjust a bonnet, rearrange a few stray strands of hair, prove beyond a doubt how attractive she is personally and all that. And when we realize that the women of this country are the largest customers of retail stores we see how potent is this little personal consideration of a mirror.

SOME ARTISTIC EFFECTS.

Around the mirror all sorts of clever effects are shown. Thus one finds elaborate wainscoting of white enamel, mission, green and dark brown. There are some English effects in beautiful bird's eye maple, lattice work backgrounds with trailing vines and pinkish flowers, gray stucco effects depicting stairways, columns, arches and other architectural points of particular beauty, golden backgrounds and wainscoting backgrounds of white with paneled hand-painted pictures. All are charming in their effect, rich in tone, yet in perfect taste, and all reported to be making good with the Chicago public. The writer viewed these Chicago windows in the spring of this year. Just to what extent these fancy backgrounds will be modified or whether they will remain the same during the approaching holiday season so far as toys are concerned cannot be definitely stated at this writing.

REGARDING WINDOW CARDS.

Another interesting “to be or not to be” is the “Silent Salesman,” or in other words that little suggestion card that tells one that “The Toy Department Is On the Fourth Floor,” “Special Summer Display Now Ready,” “Largest and Most Capable Corps of Toy Clerks in the City,” or other interesting bits of information. Along with these cards comes the question whether or not to use price cards.

Used sparingly and unobtrusively neat suggestion and price cards in the main have been found distinctly helpful in bringing in the business, for they answer questions which run through the minds of passersby which otherwise would remain unanswered because of the reluctance so many people have of going into a store if they are in doubt as to the particular use of an article or the price for same.

MOTION IN THE TOY WINDOW.

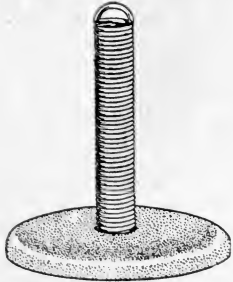
Motion in the toy window is undoubtedly thoroughly appreciated by the small boy and girl and their older relatives, in fact by the public generally; and the “horrible sidewalk jams” which frequently offend the feelings of none but chronic cranks and irascible persons who have forgotten how to be young themselves. Issues of this sort seem to come in periods.

In former years the motion toy window was considered absolutely necessary to the best business of a toy store. Then they went out for a number of years and were the exception rather than the rule.

MOORE MEMORANDUM FILE AND PAPER WEIGHT

Neat and Attractive—Handy and Useful—Makes Your Desk Complete—No More Lost Papers

An Ideal Paper Weight



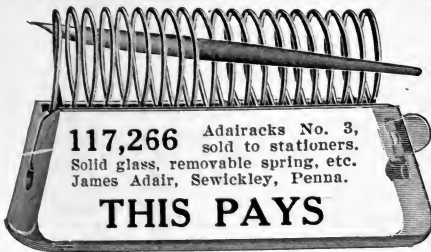
A Perfect Desk File

Every paper always in sight \$1.85 per dozen to dealers

Manufactured by
INDIANAPOLIS CALCIUM LIGHT & FILM CO.

(Novelty Department)
114-116 S. Capitol Ave. Indianapolis, Ind.

THE NELSON CORPORATION
EXCLUSIVE MAKERS OF EVERY KIND AND STYLE OF LOOSE LEAF BINDING DEVICE FOR THE RETAIL TRADE. RULED AND PRINTED SHEETS FOR SAME
443 WELLS ST., CHICAGO, ILL., U.S.A.



THE LAST IS— LIKE THE FIRST

There is no varying quality to be found among

Mason Pens



They are all of the first grade and this accounts for "Once a user—always a user" as this one of thousands of similar letters shows:

"Ft. Worth, Tex., March 11, 1911. "Please send immediately one gross of your No. 20 Pens. Have used them several years now and do not want to be without them again."—Howard Martin, Registrar, S. U. B. T. Seminary.

Mr. Stationer, this is kind of customers we make for you. Write us for samples, prices and list of users in your town.

W. L. MASON CO., Keene, N. H.

ARE YOU READY

For the Summer Trade

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch.
Try Our New Monotone Style.

500 for \$4.⁰⁰; 1,000 for \$5.⁵⁰

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries." Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."



E. C. KROPP & CO.
230 JEFFERSON ST.
MILWAUKEE, WIS.

Manufacturers since 1898



In White and Colors Unexcelled for Blackboard
Makes a Fine Soft Mark, Easy to Erase; Clean, Economical, free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.

Ink-Counter Profits

Ink counter profits are assured when you display a line of

Carter's Inks

and

Adhesives

Sterling goods backed by world-wide reputation covering more than 50 years insure a constant demand which mean ink profits.

Feature Carter's



Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

ART PUBLISHERS.	LOOSE LEAF SYSTEMS, FILES, ETC.	POSTAL SCALES.
Gibson Art Co., Cincinnati, Ohio..... 19	Nelson Corporation, Chicago, Ill..... 33	Triner Scale & Mfg. Co., 2714 W. 21st St., Chicago, Ill. 40
Leubrie & Elkus, 18 East 14th St., New York. 39	Samuel C. Tatum Co., Cincinnati, Ohio..... 29	
Thompson-Smith Co., 194-196 Broadway, New York 30		PRINTING PRESSES.
Raphael Tuck & Sons Co., Ltd., 122 Fifth Ave., New York 8	MAILING CARDS.	Miehle Printing Press & Mfg. Co., Chicago, Ill. 39
	Thompson & Norris Co., Prince and Concord Sts., Brooklyn, N. Y. 38	
BLANK BOOKS.		RULERS.
Boorum & Pease Loose Leaf Book Co., 109 Leonard St., New York 35	MANIFOLD BOOKS.	Westcott-Jewel Co., Seneca Falls, N. Y..... 9
Gresham Blank Book Co., 316 Hudson St., New York 9	S. T. Smith Co., 11 Barclay St., New York.. 27	
Kiggins & Tooker Co., 35-37 Park Place, New York 23		SCRAP BOOKS.
J. G. Shaw Blank Book Co., 267 Canal St., New York 1	PAPER FASTENERS.	Kiggins & Tooker Co., 35-37 Park Place, New York 23
	O. K. Mfg. Co., Syracuse, N. Y. 38	
CASH BOXES.	PAPER MANUFACTURERS.	SCHOOL SUPPLIES.
M. Kamenstein, 394 Hudson St., New York.. 2	American Writing Paper Co., Holyoke, Mass. 15	A. L. Salomon & Co., 346 Broadway, New York 9
Merriam Mfg. Co., Durham, Conn..... 7	Crane Bros., Westfield, Mass..... 38	Weber, Costello Co., Chicago Heights, Ill.. 25
	Z. & W. M. Crane, Dalton, Mass..... 5	
COIN WRAPPERS.	Detroit Sulphite Pulp & Paper Co., Detroit, Mich. 29	SHADE ROLLERS.
Detroit Coin Wrapper Co., Detroit, Mich.... 25	Franklin Paper Co., Holyoke, Mass..... 37	Stewart Hartshorn Co., East Newark, N. J.. 38
	Hampshire Paper Co., South Hadley Falls, Mass. 13	
COPYING BOOKS.	Byron Weston Co., Dalton, Mass..... 40	SILICATE SLATE.
Ditmars-Kendig Co., 278 Douglas St., Brooklyn, N. Y. 23		American Seating Co., 218 South Wabash Ave., Chicago 29
William Mann & Co., 529 Market St., Philadelphia, Pa. 37	PAPER, WHOLESALE.	New York Silicate Book Slate Co., 20 Vesey St., New York 27
J. G. Shaw Blank Book Co., 267 Canal St., New York 1	Carter, Rice & Co., Corporation, 246 Devonshire St., Boston, Mass..... 33	
	Henry Lindenmeyr & Sons, 32-36 Bleecker St., New York 25	STATIONERS' SPECIALTIES.
CRAYONS.		Chicago Eye Shield Co., 123 South Clinton St., Chicago 29
Binney & Smith Co., 81-83 Fulton St., N. Y. 23	PEN RACKS.	Goes Lithographing Co., 61st and Clark Sts., Chicago, Ill. 17
Standard Crayon Mfg. Co., Danvers, Mass.... 33	James Adair, Pittsburg, Pa..... 33	Indianapolis Calcium Light & Films Co., 114 S. Capitol Ave., Indianapolis, Ind..... 33
		Meyer & Wenthe, 90 Dearborn St., Chicago, Ill. 27
DESK PADS.	PENCILS.	Spalding & Bros., A. G., 128 Nassau St., New York 19
J. G. Shaw Blank Book Co., 267 Canal St., New York 1	Eagle Pencil Co., 377 Broadway, New York.. 27	Tower Mfg. & Novelty Co., 306-308 Broadway, New York 7
I. Snigel, 166 William St., New York..... 13	A. W. Faber, Newark, N. J. 10	Frank A. Weeks, 93 John Street, New York. 38
	Eberhard Faber, 200 Fifth Av., New York.... 7	
DIARIES.	Montag Bros., 10 Nelson St., Atlanta, Ga.. 25	STATIONERY.
B. W. Huebsch, 225 Fifth Ave., New York.. 38		American Papeterie Co., Albany, N. Y..... 17
Kiggins & Tooker Co., 35-37 Park Place, New York 23	PENS, FOUNTAIN.	Berlin & Jones Envelope Co., 547 W. 27th St., New York 5
	D. W. Beaumel & Co., 35 Ann St., New York 10	Eaton, Crane & Pike Co., Pittsfield, Mass.... 12
DRAWING AND ARTISTS' MATERIALS.	Mable, Todd & Co., 15 Maiden Lane, New York 9	George B. Hurd & Co., 425-427 Broome St., New York 11
F. Weber & Co., 1125 Chestnut St., Philadelphia, Pa. 27	J. W. Ulrich & Co., 27 Thames St., New York 27	Marcus Ward Co., 116 39th St., Brooklyn, N. Y. 10
		Whiting Paper Co., 150 Duane St., New York 8
ENVELOPES.	PENS, STEEL.	
Union Envelope Co., Richmond, Va..... 25	Esterbrook Steel Pen Co., 95 John St., New York 27	THUMB TACKS.
	W. L. Mason Co., Keene, N. H..... 33	Hawkes-Jackson Co., 38 Murray St., New York 27
INKS.		
Carter's Ink Co., Boston, Mass..... 33	PLAYING CARDS.	TYPEWRITER SUPPLIES.
Collins Ink Co., Hoboken, N. J..... 10	American Bank Note Co., Broad and Beaver Sts., New York 2	International Carbon Paper Co., 206 Broadway, New York 13
Chas. M. Higgins & Co., 271 9th St., Brooklyn, N. Y. 38	American Playing Card Co., Kalamazoo, Mich. 29	Manifold Supplies Co., 188 Third St., Brooklyn, N. Y. 14
Pomeroy Ink Co., Newark, N. J. 2		Mittag & Volger, Park Ridge, N. J. 5
Sanford Mfg. Co., Chicago, Ill. 39	POST CARDS, ILLUSTRATED.	The S. T. Smith Co., Barclay St., New York 27
S. S. Stafford, Inc., New York..... 40	E. C. Kropp Co., Milwaukee, Wis..... 33	
INK ERASERS.		
Miller Bros. Cutlery Co., 309 Broadway, New York 7		

Quakers Suffer from the Heat

(From Our Regular Correspondent.)

PHILADELPHIA, July 12.—The holidays over, business has had a relapse—but one which in view of the torrid spell has not been altogether unwelcome. And being the season of vacations the jobbers do not find themselves overburdened with help. Mid-July is never a busy time in staple lines and therefore the present condition is no exception. Business is perhaps no worse than at the corresponding period of past years; but certainly it is no better.

Employees of the Charles Christeson Company are still enjoying the first, but probably not the last, outing of the entire business family which occurred on the Nation's birthday. Thirty-eight employees went out to Hatfield to the farm of William Rosenberg, a salesman, and spent a most delightful day. The feature was a baseball game between the single men under J. M. Blossom and the married men under Captain J. Walter Reed, the score being 17 to 8 and the single men alleging that they were victors. For the ladies a treat was given by Harley Apple, a former salesman, who having left the stationery for another line of mercantile pursuit, is now the owner of an automobile. He gave rides a-plenty to everyone.

Trade visitors have been remarkably scarce, the most prominent of them being Tom Harbottle, of Harbottle, Kimpton and Haupt, who never misses a periodical trip to Philadelphia.

The death is reported of Cyrus Chambers, Jr., president of the Chambers Brothers Company and an inventor of paper folding machinery which once won him fame. Mr. Chambers was born in Kennett Square, December 6, 1833, the son of prominent Quakers. As a young man he displayed inventive genius and his paper folding appliances made for Horace Greeley won wide recognition. He is survived by a widow and three daughters. E. R. G.

Working Overtime

W. E. SWEENEY.

When your shelves need filling up and your department generally is in bad shape, be glad of the privilege of coming back a couple of nights a week. If you are really shelf-proud, you will be glad. If a disordered department gives you the fidgets and makes you itch to get at it when the doors are closed, you're a good man. If you can work through it under any circumstances and manage to have an engagement six evenings a week ahead, you aren't in love with your job. You're working neither for the boss nor yourself. You're an envelope worker. You put a limit on your salary. You have no kick coming if the limit is strictly adhered to. Give your employer credit for having business sense enough to conform to your set rule of business.

BOORUM & PEASE LOOSE LEAF BOOK CO.

Manufacturers of

"Standard" and "Sieber and Trussell" Loose Leaf Devices

MAIN OFFICE
109-111 Leonard St.
New York

FACTORIES
Brooklyn, N. Y.
St. Louis, Mo.

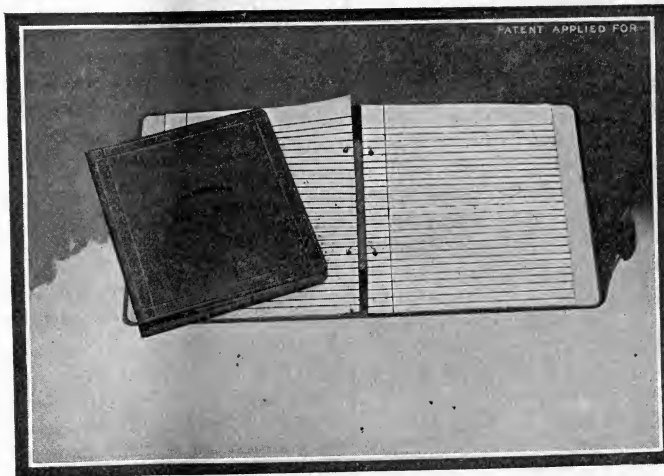


SALESROOMS
109-111 Leonard St. Republic Bldg.
New York Chicago, Ill.
220 Devonshire St. 4000 Laclède Ave.
Boston, Mass. St. Louis, Mo.

WE MAKE a wide variety of Loose Leaf Specialties, and an unequalled combination of true mechanism, best workmanship and highest grade materials. It's worth while getting our prices.

JUST WHAT IS WANTED

Students and Scholars of all Schools and all Subjects have always needed a really good Note Book with removable leaves.



HERE IT IS

A book that is practical, simple, and above all, durable, and at the same time, at a moderate price.

YOU WANT IT

Because your trade demands it. Now is the time to stock the line and be prepared for the school opening season.

WRITE FOR DESCRIPTIVE PRICE LIST

BOORUM & PEASE COMPANY

Manufacturers of

"STANDARD" BLANK BOOKS

MAIN OFFICE AND FACTORY
Bridge, Front and York Sts.,
Brooklyn, N. Y.



SALESROOMS
109-111 Leonard St. Republic Bldg.
New York Chicago, Ill.
220 Devonshire St. 4000 Laclède Ave.
Boston, Mass. St. Louis, Mo.

SPECIAL The best offer in Blank Books is a Frey Patent Flat Opening Book—bound in full sheep ends and bands with Byron Weston's Paper

Notes on New Books

Making the Most of Books

Some very good advice, addressed primarily to young readers, is presented by James Hosmer Penniman in a series of little essays contained in a volume entitled "Books and How to Make the Most of Them." Mr. Penniman severely condemns "nomadic readers," who, he says, read "as the gypsies live, camping everywhere but for a night, without purpose and without profit." His demand is for a thoughtful selection of books, with a view to obtaining for the reader his rightful share of the vast treasure of knowledge that is preserved in the world's best literature. (Syracuse: C. W. Bardeen.)

Builders of the World

The first of six school books which Marion Florence Lansing is writing for publication under the group-title "Mediaeval Builders of the Modern World" has made its appearance. It is called "Barbarian and Noble," and it contains stories of the early period of the Middle Ages, in which Alaric, Attila, Theodoric, Clovis, Roderick, Charlemagne, Alfred, Richard the Crusader, and the other great chieftains of that period are the central figures. The next volume of the series, "Patriots and Tyrants," will be ready in the Autumn. (Ginn & Co., 40 cents.)

English as She Is Spoke

An excellent outline of an important phase of the lingual and literary history of Great Britain is given in "English Dialects from the Eighth Century to the Present Day," which appears as a volume of the so-called Cambridge Manuals of Science and Literature. The author is the Rev. Walter W. Skeat, founder and once director of the English Dialect Society and at the present time Professor of Anglo-Saxon at Christ's College, Cambridge. For those who wish to know something of dialectical English and are unable to enter upon an exhaustive study of its history Mr. Skeat's little book will be extremely valuable. It will also be useful to students as an interesting treatise and as a guide to extended reading. (G. P. Putnam's Sons.)

A Hero of the Netherlands

A volume entitled "William the Silent, Prince of Orange," has been added to the Heroes of the Nations Series (G. P. Putnam's Sons). It contains an excellent narrative of the life of the famous hero of the Netherlands, and an admirable portrayal of his character, written by Ruth Putnam, author of "Memoir of William of Orange," a work in two volumes published in 1895. In

the preparation of the new biography Miss Putnam has, of course, made use of the material collected for the entire work; but, through recent research, she has acquired important additional material, not available in 1895, which has given her a fuller knowledge of some episodes in William's life and a better understanding of his mental and moral qualities. Her book is freely and intelligently illustrated.

Thomson's "Land and Book"

For the past fifty years Thomson's "Land and Book" has been the most popular work on Palestine geography, and it still retains its value, owing to Thomson's powers of observation and long residence in the Holy Land. Messrs. Harper & Brothers have issued a new edition in one volume, which will help the book to retain its popularity among readers of the Bible. The new edition, like the old, is profusely illustrated and has several maps which help the reader, though they are somewhat obsolete in certain directions.

A Sermon on Woman

"Beatrice: The Insight of Love," by Geo. A. Gordon, D. D. (Pilgrim Press, 50 cents), is, to all appearances, a reprint of a sermon by a well-known Congregational minister of Boston. It discourses, in a pulpit manner, of woman and her influence upon man. Dante's Beatrice is chosen as the type of the ideal woman—or the woman idealized. The treatment vibrates, after the fashion of the popular sermon, between mild jest and a somewhat vague rhetoric. Dante, we are told, used to go to church to see Beatrice pray rather than to pray himself. "Of course," says Dr. Gordon, with fairly distinguishable sarcasm, "nothing of this sort was ever heard of in our modern churches. If you had a hundred supremely beautiful girls in church today," etc. In the other vein our celebrant of womanhood quotes "John Anderson, my Joe" in full, and adds: "The bloom of the mind and the bloom of the spirit here present the eternal loveliness; here we see the glory of God in the higher ranges of our humanity." If the discourse is somewhat tenuous in substance and doubtful in taste, it will no doubt please those who like to mingle religion with amatory sentiment.

"Mamie," the Princess

"The Princess of New York" (Brentano's, \$1.35), by Mr. Cosmo Hamilton, is a story by an Englishman of an American girl surrounded by Englishmen on English

soil, opening, however, on the Lucania leaving New York. The girl is Mamie Stanton, daughter of Hutchinson D. Stanton, the Steel King. A multi-millionaire? Of course, and she is known as the "Princess of New York," though if there be a millionaire's daughter in that town who would "stand for" being called "Mamie" she is only to be found in the fiction directory. However, Mamie was going to Europe for the first time, strange as it may seem, with all that money, and so easy to run over to the other side, you know, any time. Her mother and Mrs. Dempster Fiske Raffan were going with her. Mrs. Raffan, having been over so many times, knew London, Paris, Berlin, and way stations as well as she did New York. Mrs. Stanton couldn't go at the last minute, and so Mamie had to go with Mrs. Raffan to wait a month in London for her mother and father.

Let Care Go Hang

Florence Hunt Winterburn's "Vacation Hints" is a wise little book, well filled with common sense and sound philosophy. Abiding by its precepts, the vacationist will be likely to get what he seeks. The perfect vacation, Miss Winterburn thinks, must begin the instant one leaves home. One must say farewell to the old town, old office, old desk, old kitchen, and old machines, and not give any of them an anxious thought while the holiday lasts.

"I once," writes Miss Winterburn, "left my gas range burning on being hurriedly summoned abroad. Since then I frequently start, when on the cars, imagining I have committed a similar act of faithfulness. I do not really believe I shall do such a thing again, however, and I force myself to smile and be happy, despite the misgiving.

"That is precisely how the vacationist should behave. He should let the gas range, and the kitchen tubs, and the best bedroom windows, and the milliner's bill get along as best they may, and give himself up mentally, morally, physically and every other way to the enjoyment of his little period of rest.

Miss Winterburn proffers advice as to a great many matters, but all she says is in line with this summary of her opening chapters. (Fifth Avenue Book Company, \$1).

Touring Along the Rhone

The personal note in Rose G. Kinsley's "In the Rhone Country" (E. P. Dutton & Co., \$3), though at times rather pleasing, is too predominant. The style of the book throughout is that of the touring letter writer, but the writer is not by this fact freed of her obligation to her readers to eliminate needless boring and inconsequential passages. These, unfortunately, abound.

There is another fault, even more grave—a certain pedantry which she is fond of displaying in treating of her two favorite

subjects, architecture and flowers. Ostensibly, according to her preface, the book is to supplement, not to replace, the guide books of the region. But many of the descriptions in it, while showing wide and valuable erudition in architecture and the kindred arts, are surcharged with detail, much of it unduly technical.

The average reader, in perusing what he hopes to find a chatty book of travel, does not care to be interrupted by the frequent necessity of resorting to an encyclopedia for explanations or unfamiliar terms.

Mrs. Older's New Novel

It is a pity that Mrs. Fremont Older, when she writes fiction, does not take counsel with her own knowledge of life. For her new novel, "Esther Damon" (Scribner's, \$1.25), is written with such forcefulness, dignity, and reserve, and it possesses so many fine qualities as to make all the more evident the fact that its inspiration came not out of life itself, but out of other books. Like so much American fiction, even much of that which is workmanlike, clever, engaging, it bears the stamp of artificiality.

The scene of the story is laid in a secluded village somewhere in rural New York during the seventies of the last century. Its hero is a man who had been the leading citizen, the hero, of the whole countryside; well-to-do, educated, a lover of literature, but who had gradually yielded to a combination of too much leisure and a liking for good whisky. With house and lands sold from under him he is on the verge of becoming the village drunkard. There is excellent work in these opening scenes and in the account of the struggle between his weakened will and his appetite. Regenerated, he returns to the village after a time and tries, with new economic ideas and artistic handicrafts, to enlarge its mental horizons and ennoble its idea of life. Neither his character nor that of the heroine, Esther Damon, the daughter of the

Methodist minister, who has been cast forth to the village scorn, seems to have been conceived with entire clearness in the author's mind. Neither of them is portrayed with as much precision and firmness as is Esther's mother, an old time, ardent Methodist, who vivifies her stern creed with her own sweetness of soul.

"The Moon and I"

One cannot read many pages of Mr. Ralcy Husted Bell's "The Religion of Beauty" without reaching the conclusion that the author is an incorrigible sentimentalist. It is a serious book, abounding in delicious but evidently quiet unconscious humor.

Early in the book we are introduced to some very interesting conclusions. We learn that matter is only "chunks of consciousness"; also that "gravity is consciousness at work." This sort of thing is rather common these days, for every one is tampering with "new thought" in some outlandish form. Doubtless it all has some ultimate meaning, but thoughts expressed in this ejaculatory manner are sure to be vague even to the ejaculator. If one must be metaphysical, one should define one's terms.

Mr. Bell loves stars. To him they are "vastly more than merely stars." They are "the gods of night." With just one star the author could be happy and contented all his life. We have his written testimony to that effect.

Also, Mr. Bell loves the moon. He alleges that with "the moon alone—only the moon" he could be happy all his life. This is indeed an example of masterly elimination. But that is not all. Mr. Bell also loves the sun. In fact, he is, by his own confession, a sun-worshipper, "Without the generosity of the sun," questions the au-

thor, "how could I subsist on my impersonal estate?"

The "Grouch Dispeller"

Some books are written for posterity and some for prosperity. Of the latter is Mr. Sewell Ford's "Torchy" (Edward J. Clode, \$1.25), which, no doubt, has improved the prosperity of the author to no small extent because it is good reading for the popular taste and the popular taste backs itself with the dollars to pay for it. As for posterity, that is a different proposition. Posterity has to do with real literature, the brand that is as good yesterday and today as it is forever, and to say that "Torchy" is that kind would "call up a smile," as Torchy himself would put it.

Torchy, who plays the title role, is a red-headed office boy, the like of whom exists only in the imagination of a few unusually bright authors, and his experiences, narrated by himself in his own Bowerygraphic manner, make the story. Of course, no such real office boy ever was, because if he was he would be writing best sellers instead of officeboying for a living, but the average reader doesn't care for the real thing if the imitation suits his taste better, and there is no denying that Mr. Sewell Ford can turn out a far more readable office boy than any office in any city.

Power of Liberality

WARD W. WILLITS.

On the whole, however, liberality pays. If you put the best material into your product, hire the most skilled labor, sell your goods for the lowest possible price consistent with quality, and stand ready to make good any defects, you are building up a reputation that will become a valuable asset, and laying the foundation of a successful business.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL BLANKS, Etc.

AUCTION BRIDGE

is the newest and most popular game in Society's Favor. As usual, we are First In The Field with new and beautiful Fancy Folders giving the Correct Scores and details for playing the game. Samples on request. No catalogues.

LEUBRIE & ELKUS
18 E. 14th St. - - New York



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

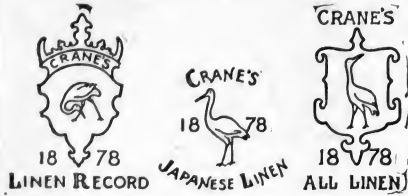
WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

**If it's Anything in the Line of
Paper for Stationer or Printer**

WE HAVE IT

CARTER, RICE & CO., Corporation
BOSTON, MASS.

Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



Your diary stock is depleted or exhausted. Remember that you can still obtain a few styles of

HUEBSCH'S Year Book

FOR 1912

A complete stock of Perpetual Year Books always on hand

B. W. HUEBSCH, Publisher
225 Fifth avenue, New York

HIGGINS' WHITE DRAWING INK



Chas. M. Higgins & Co.

Originators and Manufacturers

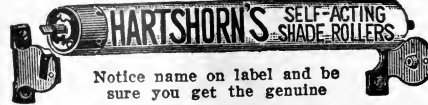
INKS AND ADHESIVES

New York --- Chicago --- London

Main Office, 271 Ninth Street, } **BROOKLYN, N. Y.**
Factory, 240-244 Eighth Street, } U. S. A.

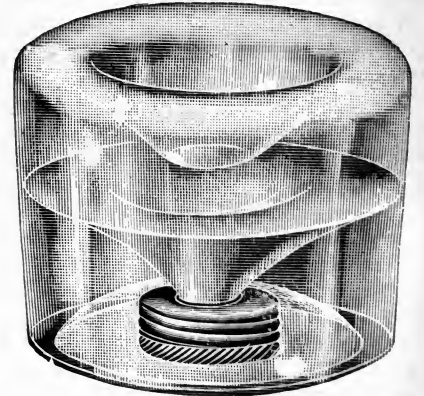
Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.

HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine
STEWART HARTSHORN CO.
Office and Main Factory, E. Newark, N. J.

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.



75,000,000
SOLD the past YEAR should convince YOU of their SUPERIORITY.
Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome. Compact. Strong. No Slipping. NEVER!
All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.
The O. K. Mfg. Co., Syracuse, N. Y. No 1 B

THE AMERICAN PRINTER

Uncle Sam's Experts
The brightest printing minds in America contribute to the columns of **The American Printer**

Some of these conduct regular departments on Typography, Presswork, Commercial Art, Designing, The Business End, Photo-Lithography and Lithography. Others are called into occasional demand for articles of local interest on special orders.

By reading **The American Printer** you will get a résumé of all that is new and most practical in the whole field of printing. This will be condensed and distilled to express reproducers with criticism of the errors of practice in all parts of the United States, and of the best specimens of composition, engraving and presswork produced in America today. This includes many single plates in colors and covers of covers and specimens pages of the line and more descriptive booklets, brochures, and catalogs of the line.

Advertisers find **The American Printer** a medium of unique and powerful circulation in the eyes of the employing element in the printing business and in the only printing trade journal of the kind.

It is read by the men who buy paper, pressmen, ink, type and other supplies. It shows more than the advertising page is given by the general press circulated as by advertisements in **The American Printer**.

You send the book will be held the time within a limit \$2.00 for a year's subscription. Canadian subscription, 2.50. Foreign subscription, \$3.00. Sample copy, 25c. Advertisers rates on application.

Oswald Publishing Company
28 City Hall Place
New York

THE PHOTOMAILER



TRADE MARK

Patented June 26, 1900. Trade Mark registered. You all know the famous T. & N. Photomailer. As a device for mailing photographs it is unequalled, and the dealers find it a splendid staple. We now supply cabinets for shelf use, as well as the mailers. Particulars on request.

The Thompson & Norris Co.
Concord and Prince Streets, **BROOKLYN, N. Y.**
Boston, Mass.; Brookville, Ind.; Niagara Falls, Can.; London, Eng.; Julich, Germany.